JANUARY 23, 1956 35c PER COPY

BROADCASTING TELECASTING

IN THIS ISSUE:

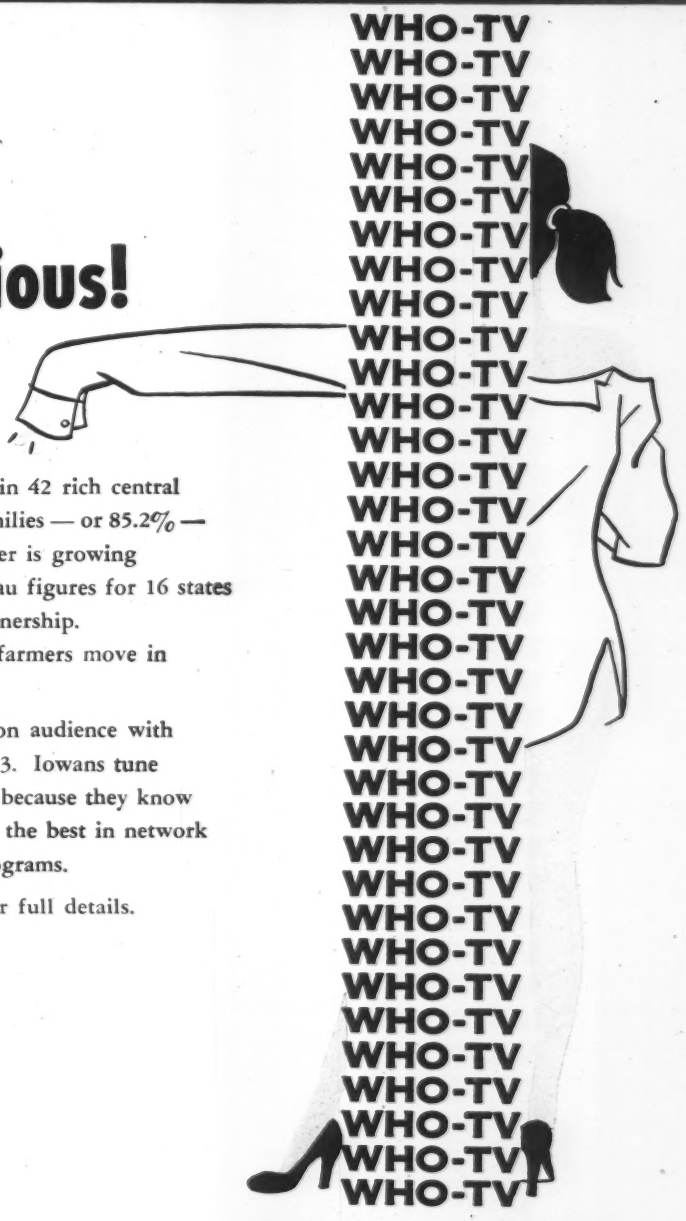
25TH year

It's all pretty obvious!

WHO-TV serves 329,320 families in 42 rich central Iowa counties. 280,500 of these families — or 85.2% — have television sets, and the number is growing rapidly. Recent U. S. Census Bureau figures for 16 states rank Iowa first in farm TV-set ownership. First-on-the-farm in a state where farmers move in upper-income circles!

WHO-TV reaches this big television audience with 316,000 watts on bright Channel 13. Iowans tune in consistently and enthusiastically because they know they can depend on WHO-TV for the best in network features, *plus* outstanding local programs.

Ask your Free & Peters Colonel for full details.



WHO-TV

Channel 13 • Des Moines

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Free & Peters, Inc.
National Representatives

NBC Affiliate

TELEPULSE SURVEY PROVES KVTV LEADING SIOUX CITY STATION

Latest Telepulse Survey in Sioux City, Iowa (August 8 through 12, '55) shows the way for advertisers wanting to sell this billion dollar market.

KVTV Channel 9	70% share of audience from 12:00 noon to sign off.
KVTV Channel 9	all 40 of the top 40 shows.
KVTV Channel 9	98.2% quarter-hour wins in Class "A" time.
KVTV Channel 9	89.6% quarter-hour wins when both Sioux City stations were on the air.
KVTV Channel 9	30.04 in Class "A" . . . Station B, 12.84 (and this was an August survey).
KVTV Channel 9	is the lowest-cost-per-thousand way to reach 204,500 well-to-do families in the rich Sioux-land market. *You* can reach KVTV Channel 9 through your Katz man.

CBS • ABC

KVTV Channel 9

SIOUX CITY, IOWA

Serving Iowa's 2nd largest market. A Cowles station. Under the same management as WNAX-570, Yankton, South Dakota. Don D. Sullivan, Advertising Director.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

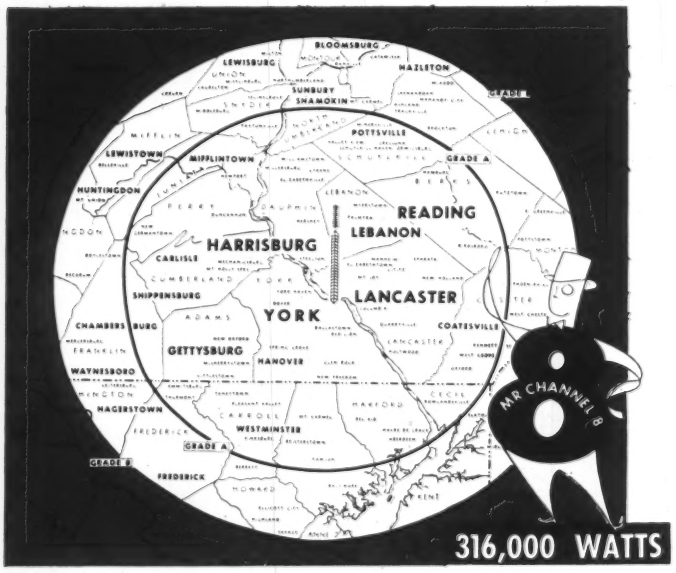
high-caliber profit

WGAL-TV

LANCASTER, PENNA. NBC and CBS

That's the sales story in the Channel 8 Multi-City Market! Here are the facts about this market—*ready made for selling YOUR product.* Population: 3½ million. TV sets: 912,950. Yearly effective buying income: $5½ billion. Aim for high-profit sales for YOUR product.

CHANNEL 8 MULTI-CITY MARKET



STEINMAN STATION
Clair McCollough, Pres.

REPRESENTATIVES:

MEEKER TV, INC.

New York
Chicago
Los Angeles
San Francisco

closed circuit®

STANTON STAYS • Demolishing reports of his imminent retirement as operating head of CBS Inc., Dr. Frank Stanton was prepared to lay before company's first management conference Saturday (Jan. 21) complete organization plan contemplating major expansion over next decade. Chart shows William S. Paley as chairman, Dr. Stanton as president, with provision for number of new staff vice presidencies of parent company. One new appointment was announced Friday—that of Clarence Hopper, executive of Arma Labs, New York, as staff vice president, Production Services, CBS Inc., covering services, manufacturing, materials and real estate (story, page 7). At New York Ambassador Hotel session (9:30 a.m. to 10 p.m.) were to be 80 officers and key executives for indoctrination on 10-year forecast covering electronics expansion as well as broadcast services.

B•T

IN EXPANSION of CBS Inc., name of Sylvester L. (Pat) Weaver, NBC board chairman and former president, has arisen in connection with possible top-level creative programming slot, rather than in operations. Several new appointments will be made at policy level, not all at once, and some by promotion from within. Stanton organization charts provide for them as necessary in 10-year plan designed to place that company in manufacturing forefront, presumably as segment-for-segment rival of RCA-NBC.

B•T

MOVE TO UHF? • Proposal for long-range move of all tv to uhf is being considered by Sen. John W. Bricker (R-Ohio), ranking Republican and former chairman of Senate Commerce Committee. Said to have been suggested and approved by industry engineers and manufacturers who have little or no stake in vhf, plan would protect existing vhf stations by giving them first shot at uhf channels. Amortization plan for present vhf outlets would have them moving over to uhf channels as uhf sets and equipment become plentiful and present vhf gear and sets wear out, with 1964 mentioned as target date for complete changeover.

B•T

OHIO Republican, first said to be readying proposal into bill form early last week, appeared to be somewhat less enthusiastic as week wore on. Spokesman indicated Sen. Bricker is only "studying" plan, with these possibilities: (1) taking no action at all; (2) asking for study of plan by full committee, and (3) submitting plan as Senate bill. One Bricker measure already being considered by committee in its tv probe calls for regulation of networks by FCC.

INTERFERENCE CHARGED • Specific complaints charging interference by Executive Branch in FCC decisions on tv and radio broadcast matters are being studied by Evins Subcommittee of House Small Business Committee. Staff of group headed by Rep. Joe Evins (D-Tenn.) is making inquiries and will set hearing for FCC, probably in February, after FCC replies to questionnaire sent several days ago (story page 66). Spokesman says congressmen not only will look into direct interference, but will examine question of whether regulatory agencies actually are independent and will study concepts of law governing their functions.

B•T

SALIENT item No. 1 missing from NBC's presentation for its new Window *color program proposal for department stores, set before National Retail Dry Goods Assn. convention in New York (B•T, Jan. 16): None of NBC's o&o stations will place* Window *on air (local-originated in all cases) unless all of program's five minutes is sold to single store. Proposal is aimed for Feb. 13 scheduling by stations. No store sales recorded by stations according to check late in week, but some nibbles reported in New York. Item No. 2: Two NBC-owned stations are not equipped to show* Window *in color—WRC-TV Washington and WPTZ (TV) Philadelphia.*

B•T

NEWSPAPER OWNERSHIP • FCC's decision Friday favoring Biscayne Television Corp. over three rivals for ch. 7 in Miami, establishes new precedent on newspaper ownership issue, in minds of legal observers. While *Miami Herald* and *Miami News* are not directly involved in ownership, principals and executives of newspapers and their stations are substantial stockholders in Biscayne. Final decision meets diversification-newspaper issue head-on and is regarded as most significant ruling on this highly controverted subject in recent regulatory annals. Principal architect of decision, in making since last May when oral arguments were heard, was John L. FitzGerald, chief of Opinions and Reviews.

B•T

SALE OF WQAM-AM-FM Miami by Miami Herald *expected to be negotiated within next few weeks by virtue of FCC's final decision in ch. 7 Miami case (see above). FCC's decision provides that station must be sold prior to commencement of program tests to entity neither directly nor indirectly interested in Biscayne Television Corp. It's understood at least three "serious offers" will be considered forthwith to comply with FCC's mandate.*

B•T

WHITE HOUSE EDITING • Bid of NBC to carry President Eisenhower's Wednesday news conference on live am and tv basis instead of recorded was rejected by White House secretariat. Network felt intense public interest in first news conference since August justified live coverage. White House pointed to danger of inept Presidential utterance that could have international implications, whereas opportunity to kill remarks still remained before broadcast through editing of film and tape. Network pointed out that newsmen with fast pencils would catch flubs anyhow.

B•T

BYRON PRICE, one of the nation's top journalists, has accepted appointment as member of Awards Committee of Alfred I. duPont Awards Foundation. Mr. Price, who retired two years ago as Deputy Secretary-General of United Nations, was wartime director of Office of Censorship and, prior to that, served as executive editor of the Associated Press.

B•T

HIGH AND HOMELESS • Quest of WHAS-TV Louisville for site for its proposed new 2,003 ft. tower continues with rejection last week by Washington Air Space Panel of proposed site No. 14. Million dollar project (for tower and antenna) would provide nation's tallest tower. Victor A. Sholis, vice president and director, said after ruling that new site is being sought in hope that it will meet approval of Washington authorities.

B•T

CONVERSATIONS looking toward acquisition of 10% interest in ch. 9 KGUL-TV Galveston by Texas Broadcasting Co. (Mrs. Claudia T. Johnson) have been dropped, it was ascertained last week. Determination was reached that TBC (which owns KTBC-AM-TV Austin and minority interest in ch. 10 KWTX-TV Waco) should not tax its executive personnel through expansion at this time.

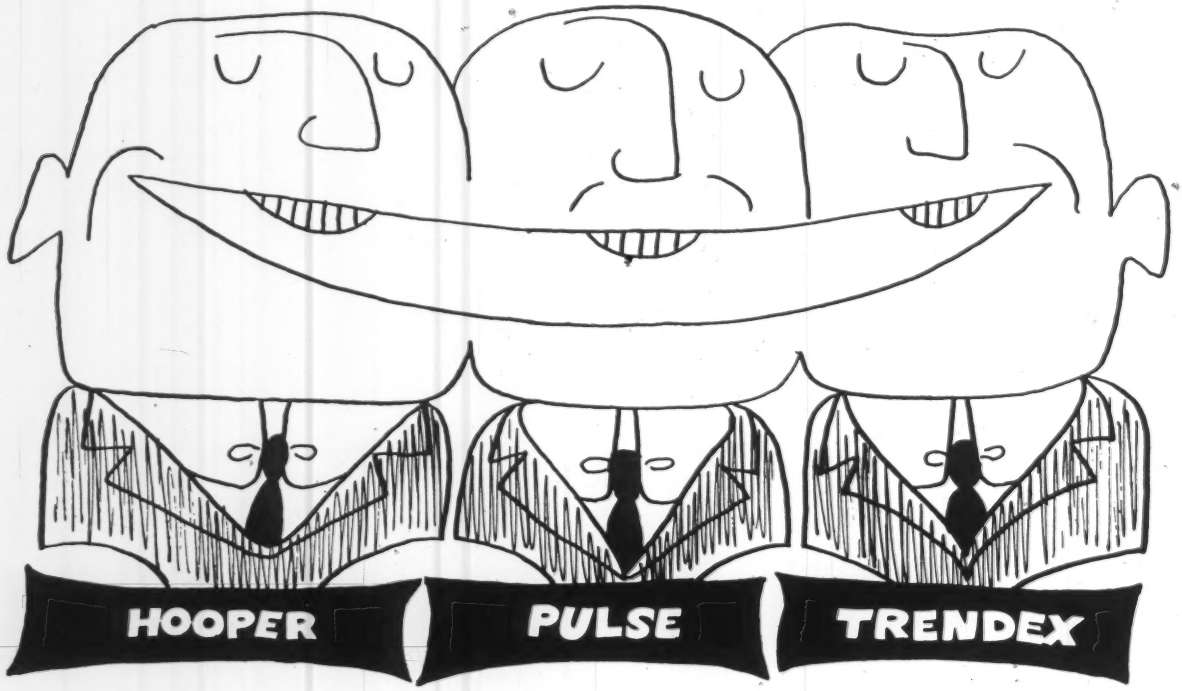
B•T

WINDFALL • FCC did rather well with Bureau of the Budget in President's budget message last week (see story page 66). It didn't get all it asked for, but pretty near all. There were no major deletions or prunings, it is understood. In fact one informed source declared that $7.85 million, recommended for FCC by President, was better than any previous recommendation in his knowledge.

B•T

KEY MEDIUM in nation's biggest political promotion—American Heritage Foundation's get-out-the-vote drive during Presidential campaign—will be television, according to word seeping out from Advertising Council sources. Foundation figures on going for above 61.2 million vote polled in 1952 campaign. Leo Burnett will be volunteer agency for promotion.

all three say the same mouthful:



No matter who asks the question in **OMAHA**

the answer is **KOWH**

Master of all who survey Omaha! That's KOWH—with 43.7% average share-of-audience by Hooper (Oct.-Nov.). The latest Pulse for Omaha-Council Bluffs has KOWH on top in every time period! So does Trendex. KOWH has placed first in audience year after year, gradually increasing first place dominance until now KOWH is first in every time period of every survey in the Omaha market. Mid-Continent programming and excitement—plus good coverage (660 KC.) are accomplishing wonders for national as well as local advertisers. So whichever rating you rate tops, you make no mistake with KOWH, which rates first with all three. Get an earful from the **H-R** man, or KOWH General Manager **Virgil Sharpe.**

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

WHB, Kansas City
Represented by
John Blair & Co.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

KOWH, Omaha
Represented by
H-R Reps, Inc.

at deadline

Treyz, Boyle Loose Salvo On Newspapers' Anti-Tv Ad

OLIVER TREYZ, president of Television Bureau of Advertising, struck back Friday at Metropolitan Sunday Newspapers Inc.'s ad branding television as "such an 'iffy' thing" (also see editorial, page 102). Jack Boyle, president of Qualitative Research Inc., affiliate of Trendex, also attacked Metro ad, calling its use of commercial-recall figures "ridiculous."

Mr. Treyz said ad led him to conclusion that "Metro is such a worried thing"; that "there is nothing 'iffy' about television circulation . . . [or] fact that, from 1951 to 1955, tv homes reached per dollar went up 38% and newspaper circulation per dollar decreased 12% [and] that *Sunday* newspaper circulation per dollar dropped 13%."

Mr. Boyle said low commercial-recall figures cited by Metro were based on technique employing unaided recall on following day—technique "far removed" from that employed in print ad recall surveys conducted by Starch (with which Mr. Boyle was formerly associated). Using more nearly comparable aided-recall technique, he said, Metro's researchers would have found that 65 to 75%, not 22%, of viewers could recall having seen single commercial and that the figure runs as high as 85% in case of one or more commercials in average half-hour show.

Official: 309(c) Revision Signed by Eisenhower

PRESIDENT EISENHOWER Friday signed into law HR 5614 revising protest Sec. 309(c) of Communications Act. President signed bill two weeks after it was passed by Senate [B•T, Jan. 16]. House previously had passed bill at end of first session in 1954.

In essence, bill permits FCC to exercise discretion in staying effectiveness of grant where protest is granted and in using its judgment to deny protest where allegations, even if true, are not sufficient to withdraw grant. Commission has said new powers will not be applied to those protests already set for hearing, but that it will apply discretionary provisions to those still in litigation and others in future.

MAGIC CARPET

PRESIDENT EISENHOWER, addressing half-dozen Republican dinners around country by way of closed-circuit tv Friday, said he was "deeply moved" by chance to observe and take part in dinners through "magic carpet of television." Address was not carried live by tv networks but kines were made for use in news shows. ABC Radio carried live and other networks taped text.

NBC, Westinghouse Swap Made Final at Signing

NBC and Westinghouse Broadcasting Co. were scheduled to sign final papers Saturday and put into effect on Sunday morning their exchange of stations in Cleveland and Philadelphia [CLOSED CIRCUIT, Jan. 16]. At sign-on yesterday (Sun.), NBC was slated to commence operation of WPTZ (TV) and KYW Philadelphia—whose call letters change to WRCV-AM-TV on Feb. 13—while Westinghouse was to take over WNBK (TV) and WTAM Cleveland, which, also on Feb. 13, will become KYW-AM-TV.

Donald H. McGannon, WBC president, was to sign for Westinghouse at closing of deal, in which NBC paid WBC $3 million in addition to exchanging stations. NBC was to be represented by Joseph V. Heffernan, financial vice president, and Charles R. Denny, vice president in charge of NBC owned stations.

Hopper Named CBS V.P.

CLARENCE H. HOPPER, vice president-manager, manufacturing and operations, Arma Div. of American Bosch-Arma Inc., named vice president for production services of CBS Inc., Dr. Frank Stanton, CBS president, is announcing today (Mon.). Mr. Hopper takes charge of newly created Production Services Div. that will play major role in CBS' long-range planning and other services relating to facilities, industrial engineering, materials, real estate, production administration and control, network said.

• BUSINESS BRIEFLY

NORELCO ON 'PROJECT 20' • North American Philips Inc., for its Norelco electric shavers and other products, has signed for three programs of NBC-TV's *Project 20* series, Robert W. Sarnoff, NBC president, and Pieter van den Berg, president of North American, are announcing today (Monday). First program, "The Twisted Cross," story of Adolf Hitler, is set for March 14 (9-10 p.m. EST). C. J. La Roche & Co., N. Y., is agency.

WATCHBAND BUYING • Gemex Co. (watchbands), Union, N. J., will use network tv participations in approximately 44 markets starting sometime in February, but no specific date has been set. Agency: Fairfax, N. Y.

RADIO FOR WILLIAMS • J. B. Williams (shaving cream) considering radio spot campaign in about 16 markets to start in approximately two weeks and to continue for rest of year. Tv spot campaign on behalf of Williams' electric shave lotion has been in 29 markets since Jan. 2. Agency: J. Walter Thompson Co., N. Y.

SPOT TV FOR OXYDOL • Procter & Gamble (Oxydol) launched tv spot campaign in 60 markets effective last week. Agency: Dancer-Fitzgerald-Sample, N. Y.

ARMOUR IN 35 • Armour Co. (Cloverbloom margarine), Chicago, placing television spot announcement campaign in 35 markets with varied starting dates but to run until April 27. N. W. Ayer & Son, N. Y., is agency.

PARLIAMENT PLANNING • Parliament cigarettes, through Benton & Bowles, N. Y., planning television spot announcement campaign to start mid-March and run through end of June in about four major markets.

CITRUS CAMPAIGN • Florida Citrus Commission, for its Temple orange crop, placing television spot announcement campaign Jan. 29 to run for four or five weeks in nine major eastern markets. Agency: Benton & Bowles, N. Y.

GOP SETS CONVENTION SPONSORSHIP CODE

SPONSORS "acceptable to the public as a whole" and commercial messages reflecting the "highest standards of dignity and taste" and "mainly institutional" are basic provisions of radio-tv code for coverage of GOP Convention starting Aug. 20 in San Francisco.

In statement to be announced tomorrow (Tuesday), GOP committee said proposed code has received approval of Robert E. Kintner, ABC; Richard S. Salant, CBS, and Davidson Taylor, NBC.

The code's provisions follow:

"The Republican Party enthusiastically approves of network radio and television coverage of its 1956 National Convention and is confident that the several networks will adhere to the same principles of taste and judgment as in 1952.

"Without wishing in the slightest to impede or hinder the networks in their coverage of this tremendously important event, the Republican Party must, out of respect for the sensibilities of all radio listeners and televiewers, insist on certain standards in regard to sponsorship and the presentation of commercial messages.

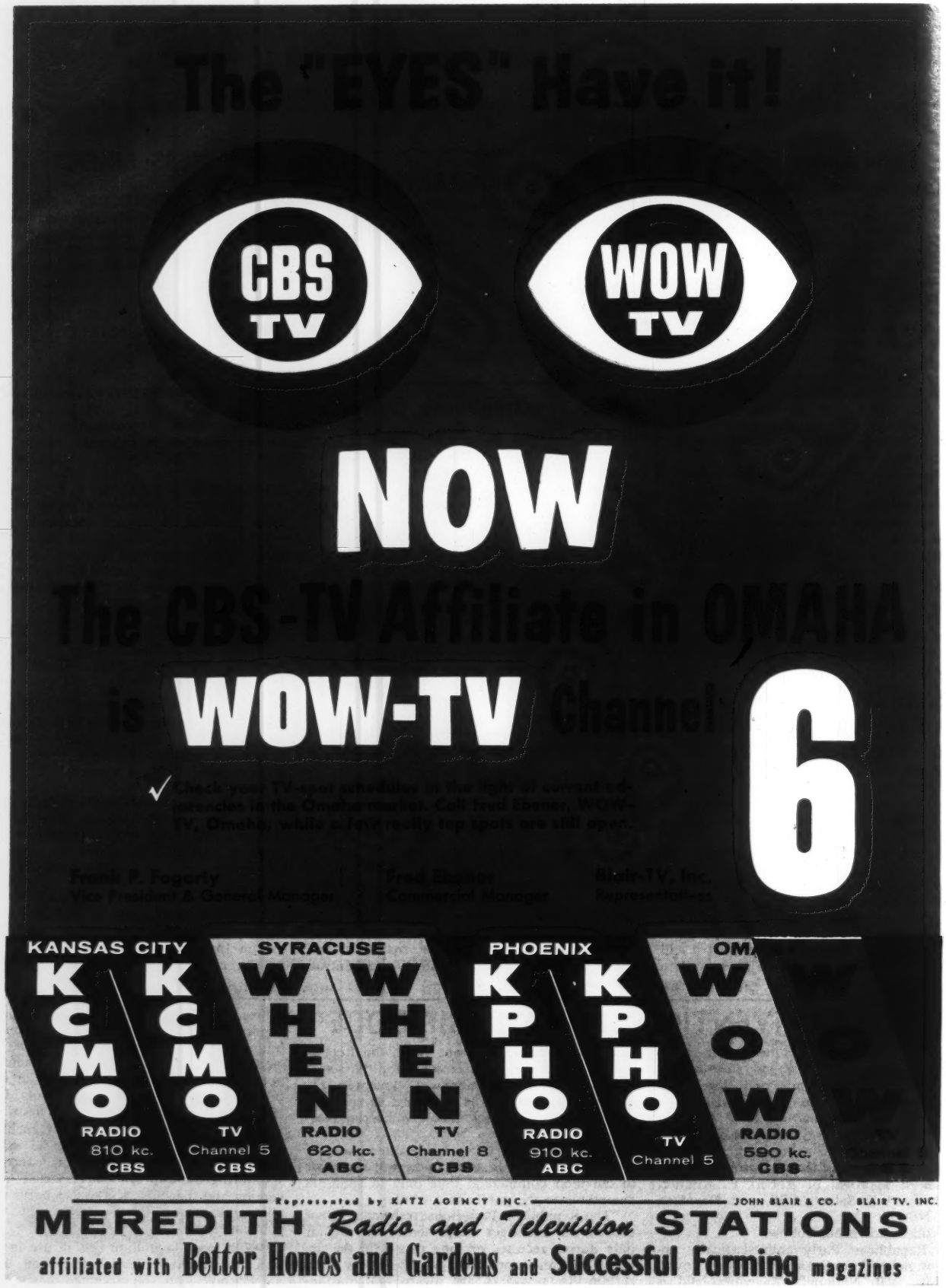
"First, the Party takes for granted the fact that the networks, in good faith, will endeavor to sell their commercial time only to sponsors acceptable to the public as a whole.

"The Republican Party must also request that commercial messages be presented on the air only during recesses or long pauses in the actual Convention proceedings. The Party feels certain the networks are aware that the injection of commercial messages during important speeches or balloting would be both disruptive and annoying to the listening and viewing audience.

"The commercial messages themselves, of course, must reflect the highest standards of dignity and taste and should be mainly institutional in character. Direct 'hard' selling ought to be avoided. Also, commercial announcements must be made from the network booths, studios or other remote spots, but specifically not from the Convention floor.

"At the beginning and end of each broadcast or telecast period, it must be made unmistakably clear that the client concerned is sponsoring the network's coverage of the Convention and that this sponsorship in no way implies endorsement of the product by the Republican Party.

"With over 34 million sets in use in the nation today, the potential television audience alone could—on the accepted basis of three viewers per set—reach more than 100 million Americans. This audience, of course, will include millions of school children who will be watching the telecasts as part of their education in the mechanics of American government."


The "EYES" Have It!
CBS TV
WOW TV
NOW
The CBS-TV Affiliate in OMAHA
is WOW-TV Channel 6
✓ Check your TV-spot schedules in the light of current developments in the Omaha market. Call Fred Ebener, WOW-TV, Omaha, while a few really top spots are still open.
Frank P. Fogarty
Vice President & General Manager
Fred Ebener
Commercial Manager
Blair-TV, Inc.
Representatives
KANSAS CITY
KCMO RADIO 810 kc. CBS
KCMO TV Channel 5 CBS
SYRACUSE
WHEN RADIO 620 kc. ABC
WHEN TV Channel 8 CBS
PHOENIX
KPHO RADIO 910 kc. ABC
KPHO TV Channel 5
OMA
WOW RADIO 590 kc. CBS
Represented by KATZ AGENCY INC.
JOHN BLAIR & CO. BLAIR TV, INC.
MEREDITH Radio and Television STATIONS
affiliated with Better Homes and Gardens and Successful Farming magazines

at deadline

Bishop Attributes Loss To Tv, Revlon's Success

HAZEL BISHOP Inc. (cosmetics) had net loss of $460,177 for fiscal year ended Oct. 31, 1955, board chairman Raymond Spector said in annual report, attributing conditions in part to "very unproductive" tv campaign of its own and "unexpectedly" successful one launched by its "principal competitor."

Presumably referring to Hazel Bishop sponsorship of NBC-TV spectacular, of which he has been highly critical, Mr. Spector said Hazel Bishop put $1.6 million into special network tv campaign which "due to circumstances beyond our control . . . did not begin to meet our expectations." He was obviously referring to Revlon's *$64,000 Question* when he told stockholders that "during the past six months, a new television program sponsored by your company's principal competitor captured the imagination of the public."

Despite this program's popularity, he said, it is "significant" that Hazel Bishop sales and operating earnings for fourth quarter were highest in company history—and would have been higher except for shipment delays caused by Connecticut floods. Year's net loss figure of $460,177 was after giving effect to tax credits, he said. Declaring "the future of your company is bright," he added, "as a result of its advertising expenditures of over $18 million during the past six years, its devotion to the highest quality standards, and its aggressive sales policies Hazel Bishop cosmetics should not only achieve an ever-increasing share of the rapidly growing cosmetic volume, but face lessened competition from marginal brands."

L&M to Buy Heavily On Southern Radio Stations

EIGHTY-FIVE per cent of radio stations in South Carolina, North Carolina, Mississippi and Alabama will be used by Liggett & Myers to promote L&M filter cigarettes in areas where filter sales are below average, Jerome Fenniger, Cunningham & Walsh media director, told South Carolina Radio & Tv Broadcasters Assn. at opening session Friday in Clemson. Contracts average 15 spots per week for 13 weeks [B•T, Dec. 19, 1955].

Information of help to timebuyers, he said, includes community data, coverage, ratings, programming, station services such as weather and highway news, public response to programs. He criticized back-to-back spots and observed that night rates in some cases are still higher than daytime despite falling-off in audience.

Clifford B. Marshall of Blackburn-Hamilton Co., radio-tv brokerage firm, told the meeting that country music is generally profitable in the Southeast as an appeal to the Negro market. He pointed to an increasing demand in larger markets for stations which can be converted into special programming outlets, with such outlets easy to sell on today's market.

Other speakers included Halsey V. Barrett, Television Bureau of Advertising; Charles H. Tower, NARTB employer-employe relations manager, and Dr. R. F. Poole, president of Clemson U. Officers were to be elected Saturday morning.

TRIPLE FEATURE

NEW CONCEPT in daytime tv film showing by independent stations may be launched next month when WABD (TV) New York inaugurates *Tune In Anytime Theatre*. Daily series will feature one 2-hour film running on continuous basis from 10 a.m. to 4 p.m., with only interruptions provided by newscasts and commercial spot announcements.

Four Sales Filed at FCC

APPLICATIONS were filed with FCC Friday for four station sales. Involved are WFBL Syracuse, N. Y., KBLA Burbank, Calif., KGPH Flagstaff, Ariz., and WSSC Sumter, S. C.

WFBL was sold by Oscar F. Soule and associates to Founders Corp., for $227,500. Founders owns WTAC Flint, Mich., KPOA Honolulu and 50% of KTVR (TV) Denver.

KBLA Burbank, Calif., owned by Broadcasters of Burbank Inc., was sold for $175,000 to George E. Cameron Jr. Mr. Cameron is director of Hartford Telecasting Co., applicant for ch. 3 at Hartford, Conn.

KGPH was sold by Frontier Tv Co. to John L. Hogg and associates for $27,500. Purchasing group owns 80% of KOY Phoenix and 66⅔% of KYMA Yuma, both Ariz.

Dr. Hugh H. Wells sold his 50% interest in WSSC to J. A. Gallimore, who now owns 100% of station, for $25,000.

ABC Affiliates Elect

ELECTION RESULTS of ABC Radio Affiliates Advisory Board announced Friday by Edward J. DeGray, ABC Radio's director of station relations. Re-elected for new two-year terms: Simon Goldman, WJTN Jamestown, N. Y., Dist. One; C. B. Locke, KFDM Beaumont, Tex., Dist. Five, and J. B. Conley, KEX Portland, Ore., Dist. Seven. Ben A. Laird, WDUZ Green Bay, Wis., succeeds Harry Linder, KTOE Mankato, Minn., Dist. Three. Board members whose terms expire end of this year: John P. Williams, WING Dayton, Dist. Two; T. B. Lanford, KRMD Shreveport, La., Dist. Four; Frank C. Carman, KLUB Salt Lake City, Dist. Six, and A. D. Willard Jr., WGAC Augusta, Ga., Dist. Eight.

UPCOMING

Jan. 25-27: Georgia Radio & Tv Institute, U. of Georgia, Athens.

Jan. 26: Senate Interstate & Foreign Commerce Committee opens hearings in investigation of tv networks and uhf-vhf problems, 10 a.m., Rm. G-16, U. S. Capitol.

Jan. 26-27: NARTB Tv Code Review Board, San Francisco.

Jan. 27-29: American Management Assn. Annual Electronics Conference & Exhibit, Hotel Commodore, N. Y.

For other Upcomings see page 101.

PEOPLE

EDWIN J. FITZSIMMONS, general sales manager, Weed Television, national station representatives, N. Y., appointed vice president in charge of sales. Mr. Fitzsimmons has been with Weed since 1944.

BOB LILIEN, associate media director, Bryan Houston Inc., N. Y., to J. Walter Thompson, N. Y., as timebuyer. **JACK DUNFORD,** Roy S. Durstine, N. Y., effective Feb. 1 will succeed Mr. Lilien at Bryan Houston.

JAMES J. TURCK, radio-tv sales account executive, Weed & Co., national station representatives, to eastern division sales staff, NBC Spot Sales, as tv account executive, effective Feb. 1.

IRWIN UNGER, formerly with John H. Perry Assoc., station-newspaper representatives, and previously on sales staff of WLS Chicago, to account executive staff of Gill-Perna Inc., Chicago, radio-tv station representative, starting today (Mon.).

JEANNE RUZEK, formerly with Earle Ludgin & Co., Chicago, to radio-tv department of Grant Adv., same city, as coordinator. **MAURICE F. DUNNE JR.,** formerly vice president-partner, Dunvar Inc. (manufacturers representative, electronic components), and **GEORGE S. GRIFFIN,** previously manager for Sterling Drug in South America, to Grant as account executives.

GLEN BAMMANN, formerly with McCann-Erickson's Cleveland office, to Marschalk & Pratt Div. of McCann-Erickson, N. Y., as business manager of radio-tv department. Mr. Bammann replaces **JACK POWERS,** now with parent company.

ADOLPH A. KATZ, assistant traffic manager, Allen B. DuMont Labs, appointed traffic manager, succeeding **KENNETH KISTLER,** who died Dec. 8, 1955, of heart attack.

WARREN ABRAMS, NBC participating programs sales development manager; **EDWARD M. KEATING JR.,** RCA Radio & Victrola Div. assistant sales manager; **DENMAN J. JACBSON,** Scott Paper Co. New York regional manager; **ROBERT R. WEIKART,** Scott Paper Co. Boston sales promotion staff, and **F. GLENN RINK,** N. W. Ayer & Son, Philadelphia, added to Ayer's Detroit office on Plymouth Motors account, agency announced Friday.

CHARLES R. BUCHWALD, superintendent, General Electric Co. cathode ray tube plant, Syracuse, N. Y., appointed manager of manufacturing engineering.

KTLA (TV) in Regular Color

WITH RCA underwriting unspecified part of extra transmission costs, KTLA (TV) Los Angeles Friday announced it will begin regular weekly colorcasting schedule this week of one and a half hours. It claims to be first independent station to undertake regular weekly colorcasts.

Klaus Landsberg, station vice president-general manager, said RCA participation was prompted by desire to further stimulate sales of color sets.

Stanton to Commerce Post

FRANK STANTON, CBS president, appointed to Business Advisory Council of Dept. of Commerce at quarterly session. He was one of three new members elected to council, comprising top-level management representatives from American business. Appointments are recommended by council committee to Secretary of Commerce, who invites appointees to serve.

the week in brief

GUARANTEED CIRCULATION

It's something agencies would like to have from broadcast media but do not expect to get, media executives say in replies to B•T questionnaire *31*

AUDIENCE DATA AVAILABLE

in whatever quantity buyers and sellers want and are willing to pay for, rating research men tell RTES timebuying and selling seminar *33*

BIOW REJECTS SCHLITZ

Milton H. Biow, board chairman of Biow-Beirn-Toigo, reverses contract with Schlitz Brewing Co. negotiated by John Toigo, agency executive vice president, "as matter of principle" .. *34*

RADIO PAYS OFF FOR STORE

Washington's Woodward & Lothrop uses heavy daily schedule for year, sets all-time sales record *35*

GREY BOLSTERS TOP ECHELON

Lawrence Valenstein becomes board chairman, Arthur Fatt, president, and Herbert D. Strauss, executive vice president, in first step of "blueprint for future" *36*

EZZES JOINS C & C

Former sales vice president of Guild Films Co. takes similar post with C & C Television Corp., preparing for sale to tv of RKO Radio Pictures package of feature and short films *40*

NARTB RADIO-TV CODES

They'll be studied by association's boards at next week's meeting; radio remote control operation and tv circulation project also are prominent on Chandler session agenda *50*

TvB NAMES ACCAS

Gene Accas, director of sales development and research for ABC, will join Television Bureau of Advertising Feb. 13 as director of operations *56*

MIAMI CH. 7 TO BISCAYNE TV

FCC, upholding initial decision, awards Miami v to group comprising John S. Knight (Miami-Herald-*WQAM), James L. Cox* (Miami News-*WIOD) and Niles Trammell, former NBC president* *58*

COURT UPHOLDS TAMPA GRANT

Possible changes of FCC policy are not sufficient grounds to warrant a reversal of Commission decisions by the judiciary, Court of Appeals says in affirming 1954 grant of ch. 8 to Tampa Tribune *(WFLA-AM-FM-TV)* *60*

FCC, VOA FAVORED

by President Eisenhower in budget message to Congress, which asks for substantial increases to underwrite FCC network investigation and more air time for Voice of America *66*

ABC NAMES FOUR V.P.'S

Network promotes department heads Robert F. Lewine, James A. Stabile, Mortimer Weinbach; Michael J. Foster moves over from CBS-TV *76*

REDS FOUND IN AFTRA

House Un-American Activities Committee reports discovery of active Communists among talented union membership *83*

PROFITS FROM COLOR

are there for retailers who sell color sets aggressively, NBC Board Chairman Sylvester L. Weaver tells National Appliance & Radio-Tv Dealers Assn. banquet *85*

departments

Advertisers & Agencies	33	For the Record	92	Open Mike	16
At Deadline	7	Government	58	Our Respects	24
Awards	89	In Public Interest	83	Personnel Relations	83
Closed Circuit	5	In Review	14	Professional Services	84
Colorcasting	39	Lead Story	31	Programs & Promotion	90
Editorial	102	Manufacturing	94	Program Services	84
Education	88	Networks	76	Stations	71
Film	40	On All Accounts	26	Trade Assns.	50

coming in b•t

THE CALIFORNIA MARKET STORY

Another in B•T's continuing series on U. S. economic development .... Jan. 30

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*Reg. U. S. Patent Office

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Pulling Power!

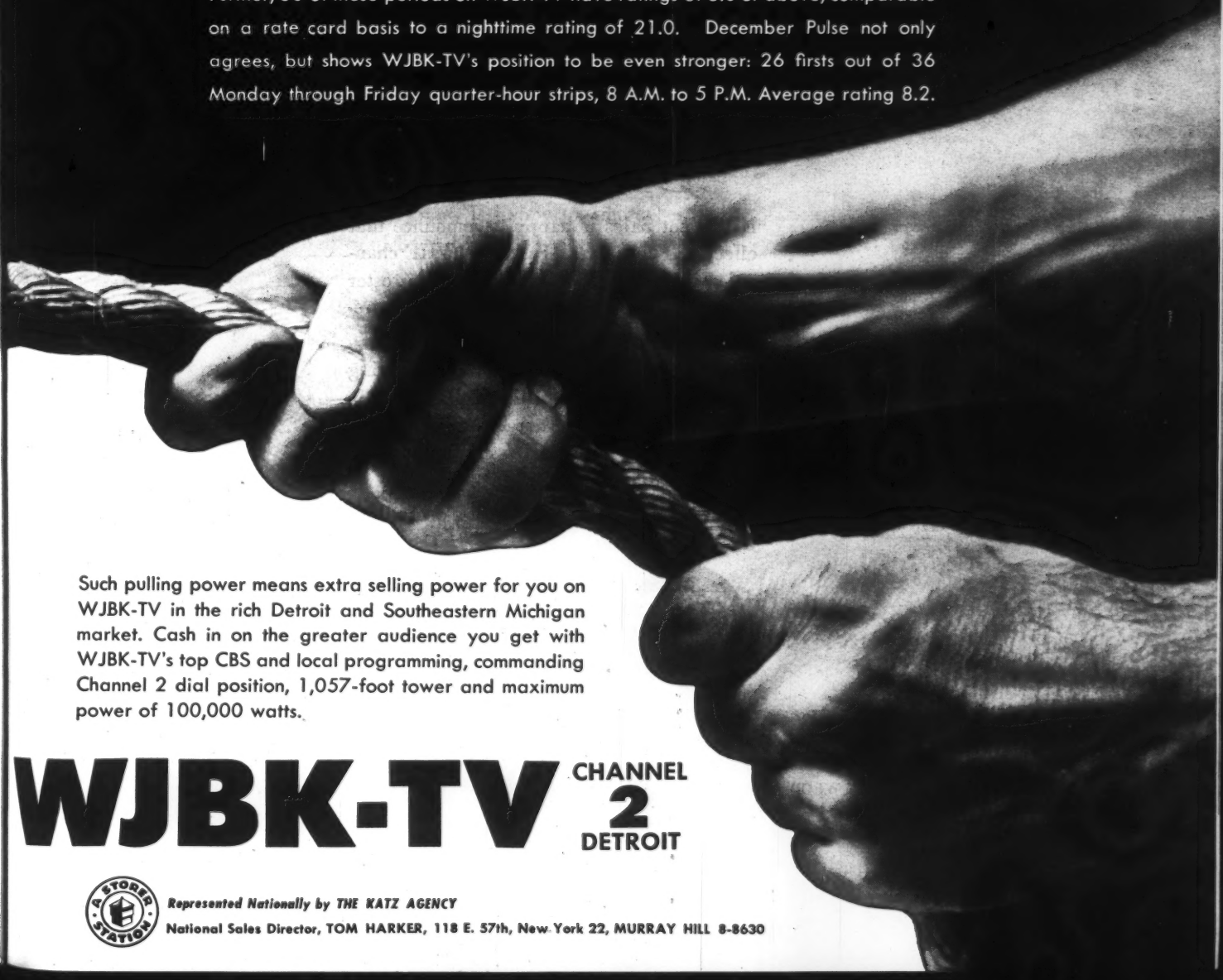
WJBK-TV LEADS IN 121 OUT OF 180 DAYTIME RATED PERIODS IN DETROIT

Daytime TV viewing and advertiser interest are on the upswing, and both ARB and Pulse show WJBK-TV as the completely dominant daytime buy for the Detroit area's 1,600,000 TV homes. Here are the figures for the 180 weekday periods indicated:

MON.-FRI., 8 A.M. TO 5 P.M., DECEMBER ARB

WJBK-TV,	First in	121	Quarter Hour	Periods	
STATION B,	" "	23	"	"	"
STATION C,	" "	21	"	"	"
STATION D,	" "	10	"	"	"
TIES		5	"	"	"

Further, 50 of these periods on WJBK-TV have ratings of 8.0 or above, comparable on a rate card basis to a nighttime rating of 21.0. December Pulse not only agrees, but shows WJBK-TV's position to be even stronger: 26 firsts out of 36 Monday through Friday quarter-hour strips, 8 A.M. to 5 P.M. Average rating 8.2.



Such pulling power means extra selling power for you on WJBK-TV in the rich Detroit and Southeastern Michigan market. Cash in on the greater audience you get with WJBK-TV's top CBS and local programming, commanding Channel 2 dial position, 1,057-foot tower and maximum power of 100,000 watts.

WJBK-TV CHANNEL 2 DETROIT

A STORER STATION

Represented Nationally by THE KATZ AGENCY

National Sales Director, TOM HARKER, 118 E. 57th, New York 22, MURRAY HILL 8-8630

NBC SPOT SALES IS PROUD TO WELCOME

KOA-

TV

DENVER

NBC Spot Sales is happy to announce that effective February 1, KOA-TV, VHF channel 4 in Denver, Colorado, joins the roster of great television stations which it represents nationally.

308,800 families, with an effective buying income of nearly 1.7 billion dollars, live in KOA-TV's coverage area. And KOA-TV leads all other Denver TV stations in overall share-of-audience.

A sure way to reach and sell a prosperous and growing market —

KOA-TV
represented nationally by
NBC SPOT SALES
30 Rockefeller Plaza
New York 20, N. Y.

also representing television stations WRCA-TV *New York,* WNBQ *Chicago,* KRCA *Los Angeles,* KSD-TV *St. Louis,* WRC-TV *Washington, D. C.,* WNBK *Cleveland,* KOMO-TV *Seattle,* KPTV *Portland, Ore.,* WAVE-TV *Louisville,* WRGB *Schenectady-Albany-Troy,* KONA-TV *Honolulu, Hawaii.*

NBC SPOT SALES IS PROUD TO WELCOME

KOA

Radio

DENVER

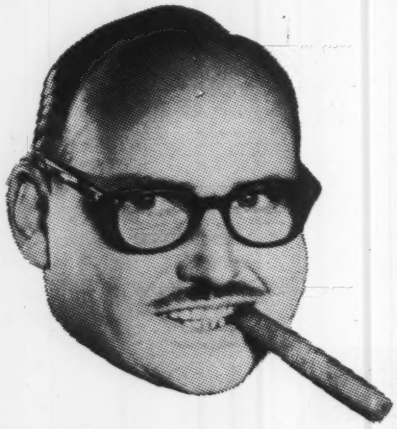
NBC Spot Sales is happy to announce the return of KOA-Radio, effective February 1, to the roster of great radio stations which it represents nationally.

KOA-Radio, with 50,000 watts power, serves Denver . . . a top ranking metropolitan area . . . and 302 counties in 12 states. It has been delivering coverage, circulation and results to advertisers for 31 years.

Let dominant KOA-Radio sell for you in the Western Market.

KOA-RADIO
represented nationally by
SPOT SALES
30 Rockefeller Plaza
New York 20, N. Y.

also representing radio stations WRCA *New York,* WMAQ *Chicago,* KNBC *San Francisco,* KSD *St. Louis,* WRC *Washington, D. C.,* WTAM *Cleveland,* KOMO *Seattle,* WAVE *Louisville,* KGU *Honolulu, Hawaii,* and the NBC WESTERN RADIO NETWORK.



KNOW JOE?

HIS PICTURE IS FAMOUS IN 3 STATES!

Yes, Joe Floyd's big-powered KELO beams a picture that blankets South Dakota's large trading zones, plus populous areas in Minnesota and Iowa. It's a terrific picture for you to be in—the magic spot for smart merchandisers who want to sell a whole group of volume markets at one flash, and for one smart buy.

THE BIG TV COMBO

KELO

KDLO

78% of South Dakota, plus western Minnesota, northwestern Iowa

KELO TV

JOE FLOYD, President

Evans Nord, Gen. Mgr. Larry Bentson, V. P.

NBC PRIMARY

H-R Representative

IN REVIEW

MAGIC FLUTE

COULD MOZART himself find fault with *NBC Opera Theatre*'s "Magic Flute" Sunday? Maybe he, or maybe the well tempered, hi-fi ear would want to point out some imperfection. But here's at least one auditor who would not.

NBC apparently spared no expense for these two hours. It hired two prestige writers, poet W. H. Auden and Chester Kallman, to write a new translation for the Mozart bicentennial telecast. Their words were worthy of Mozart's notes. George Balanchine, N. Y. City Center Ballet's imaginative choreographer, did a glittering job of staging the colorcast. And, most important, Peter Adler's musicians, led by William Lewis, John Reardon, Leontyne Price and Laurel Hurley, demonstrated acting as well as singing ability in their demanding roles. Miraculously, most of their words could be understood. Of course, Mozart's librettist didn't do right by him. But the music's sweet reason makes a senseless plot seem unimportant. Maybe the network and its writers will dare to doctor the story a little next time. And there really should be a next time.

Production costs: $150,000.
Broadcast sustaining on NBC-TV in color and black-and-white, Sun., Jan 15, 3:30-5:30 p.m. EST.
Cast: Leontyne Price, Laurel Hurley, Adelaide Bishop, Yi-Kwei Sze, William Lewis, John Reardon, Andrew McKinley, 30 singers and actors, Symphony of the Air Orchestra.
Producer: Samuel Chotzinoff; director: Kirk Browning; music and artistic director: Peter Herman Adler; stage director: George Balanchine; English translation: W. H. Auden and Chester Kallman; special production consultant: Lincoln Kirstein; scenery and costumes: Rouben Ter-Arutunian.

BLITHE SPIRIT

A LACKLUSTER performance by the playwright himself surprisingly enough was the one jarring note in an otherwise mildly funny television version of Noel Coward's stage hit "Blithe Spirit." Mr. Coward's stilted carryings-on during the *Ford Star Jubilee* colorcast of Jan. 14 gave rise, on more than one occasion, to the thought that perhaps the fabulous Britisher should have quit when he was 90 minutes ahead (in his American tv debut last season with Mary Martin).

On the other hand, Claudette Colbert, in the role of Coward's second wife, and Mildred Natwick, portraying the zany spiritualist Madame Arcadi, fared much better in the Coward comedy of supernatural errors. Miss Colbert's deft vocal inflections managed to wring every bit of humor from her somewhat tepid lines, and Miss Natwick's playing of a plum role was all that could be desired—unless, of course, Margaret Rutherford, who was the Madame Arcadi of the British film some years ago, could have been imported for the production. There also was little to quarrel about in Lauren Bacall's playing of the first wife, who returns from the hereafter to give the play its plot.

Production costs: $200,000.
Sponsored by Ford Div. of Ford Motor Co. through J. Walter Thompson Co. on CBS-TV, Sat., Jan. 14, 9:30-11 p.m. EST. Live and in color from Hollywood.
Director: Noel Coward; producers: Lance Hamilton and Charles Russell; staging: Frederick de Cordova; art director: Robert Tyler Lee; producer for CBS-TV: Richard Lewine. Entire production under supervision of Harry Ackerman, CBS-TV executive producer of special projects.

OUTSIDE U. S. A.

IF TELEVISION is made up of fleeting images to be seen and forthwith to be forgotten, ABC-TV and commentator Quincy Howe have a pat formula in their news-in-depth treatment of the world's troubled areas.

The half-hour "Italy: A Troubled Volcano" essayed pictorially developments and history since World War II, the Communist problem, the unrest beneath the surface-smooth Italy of artistic, architectural and scenic splendor, the overpopulated north and the poverty-stricken south, the need for land reform, the meaning of the existing bond between the U. S. and Italy and the influence of the Roman Catholic Church. To put it bluntly: too big a bite to chew in 30 minutes.

Some of the material presented was interesting—notably, police action in bludgeoning a Communist-led street riot; a roundup of black marketeers and female fraternizers of GIs (in the post-surrender occupation period); ski troops on a NATO maneuver; the American landing at Salerno, and the seen before mob treatment of the bodies of Mussolini and his mistress.

Not only has Italy a problem to live with for some years to come, but Mr. Howe and the program's other editors have a dilemma of their own making: how to squeeze into a half-hour "picture" what a Toynbee fits leisurely into a few thousand-page volumes.

Production costs: estimated $5,000.
Broadcast sustaining on ABC-TV, Tues., 10-10:30 p.m., live-film originating from New York.
Director: Marshall Biskin; editorial producer: Robert Carlisle.

LOST

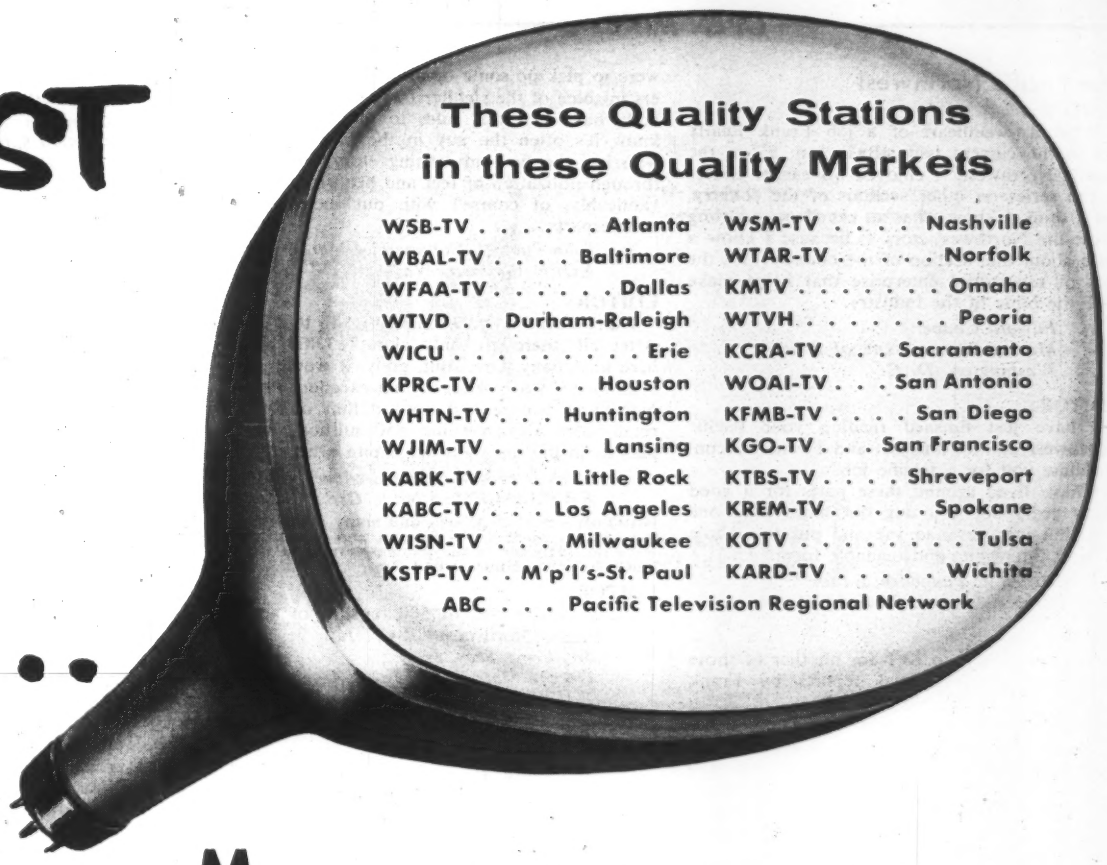
FROM the standpoint of pure television artiness—e.g., absence of elaborate settings, superimposed electronic images, and the use of a Greek chorus in telling a story—last Tuesday's *Playwrights 56* was a masterpiece of grotesque staging. But as a tv adaptation of Berton Roueche's clinical case study of a victim struck down by amnesia as originally published by the *New Yorker* a few years ago, Arnold Schulman's tv adaptation, "Lost," was just that, in a welter of tricky lighting, surrealistic film clips and dramatic cliches.

Seemingly, neither adaptor Schulman nor director Arthur Penn were sufficiently impressed with the naked horror conveyed in Mr. Roueche's article of a maladjusted man in search of his own identity through a maze of strange cities, hotels and bars to leave well enough alone. Thus, they tossed in a stream of needless dialogue, an antagonist or two and the inevitable friendly psychiatrist who helped the victim out of his dilemma in time for the closing commercial.

A thoroughly competent cast, led by Steven Hill and Vivian Nathan, was complemented by the classic choral technique, which itself might be further exploited by other tv directors.

Production costs: $55,000.
Sponsored by Pontiac Motors Div., General Motors Corp., through MacManus, John & Adams Inc., New York, every other Tuesday, 9:30-10:30 p.m. EST on NBC-TV.
"Lost" adapted for tv from New Yorker *magazine's "Annals of Medicine," June 19, 1954, by Berton Roueche. Writer: Arnold Schulman.*
Producer: Fred Coe; associate producer: Bill Nichols; director: Arthur Penn; associate director: Dominick Dunne; script editor: Oliver Flanders; casting director: Everett Chambers; music director: Harry Sosnik.

BEST for TV Test...


These Quality Stations
in these Quality Markets
WSB-TV . . . . . Atlanta
WBAL-TV . . . . Baltimore
WFAA-TV . . . . . Dallas
WTVD . . Durham-Raleigh
WICU . . . . . Erie
KPRC-TV . . . . . Houston
WHTN-TV . . . Huntington
WJIM-TV . . . . . Lansing
KARK-TV . . . . Little Rock
KABC-TV . . . Los Angeles
WISN-TV . . . Milwaukee
KSTP-TV . . M'p'l's-St. Paul
ABC . . . Pacific Television Regional Network
WSM-TV . . . . Nashville
WTAR-TV . . . . . Norfolk
KMTV . . . . . Omaha
WTVH . . . . . Peoria
KCRA-TV . . . Sacramento
WOAI-TV . . . San Antonio
KFMB-TV . . . . San Diego
KGO-TV . . . San Francisco
KTBS-TV . . . . Shreveport
KREM-TV . . . . . Spokane
KOTV . . . . . Tulsa
KARD-TV . . . . . Wichita

More and more Spot TV advertisers are placing their schedules on these leading, pre-tested stations. They span the nation from busy Baltimore to booming San Diego, from the Grain Capital, St. Paul-Minneapolis, to the Oil Citadel, Houston—a vital cross section of America at every key market level.

Quality Markets – And How They Grow!

These markets have had an aggregate growth of 2,826,230 in population since 1950 . . . a growth larger than the combined population of Cleveland and Buffalo. Their average rate of population has been more than double the national rate.

Their total retail sales in 1954 was $6,500,000,000 more than in 1948 . . . an increase greater than the total retail sales of Detroit and Washington combined.

These TV stations in dynamic growth areas will provide great results for any advertiser.

Edward Petry & Co., Inc.

THE ORIGINAL STATION REPRESENTATIVE

NEW YORK · CHICAGO · ATLANTA · DETROIT · LOS ANGELES · SAN FRANCISCO · ST. LOUIS

The Pacific Northwest

EDITOR:

What a sweetheart of a job Frank Beatty did in the current issue [B•T, Jan. 9] on the Pacific Northwest. I enjoyed his earlier stories in the series on other sections of the country, but I think I know what an excellent reporting effort the Northwest story is because I know a little about that section of the country. It's the sort of reportorial enterprise that helps make B•T the bible of the industry.

Edward Cooper
Motion Picture Assn. of America
Washington, D. C.

EDITOR:

I have just finished reading your Pacific Northwest market analysis and I want to congratulate you for a terrific job.

I have lived around these parts for a good many years but you dug out more than one fact that was news to me and put the whole in most interesting and readable form.

Arden X. Pangborn, Editor
Oregon Journal, *Portland, Ore.*

EDITOR:

Congratulations to B•T for another of those beautifully done regional reports by Frank Beatty, "The Pacific Northwest"!

The plea of Dick Dunning (KHQ) for greater Madison Avenue recognition is seconded by every advertising man in the Northwest, I'm sure. And if articles like [this] can persuade just one or two of those important Ad Row buycoons to be a little more covetous of our Northwest economy we'll all be happy.

Next time Mr. Beatty covers the Northwest region, it'd be nice (and informative) if he were to pick up some opinions from broadcasters in some of the smaller markets, too. Everybody has interesting tales to tell, but as you know it's often the guy in the littlest market who has the best advertising story, developed through utilization of feet and head to compete (amicably, of course) with our metropolitan counterparts. . . .

John Puckett, Commercial Mgr.
KOFE Pullman, Wash.

EDITOR:

Don't feel badly, it happens all the time. After all, there are only about 13,000 of us here in Albany, Ore. But, golly, it would have been nice if your writer of that excellent Pacific Northwest feature had noticed that our city's retail sales are crowding $50 million, which puts us in the top sales per capita bracket.

Herb Davidson, Chief Engineer
KWIL-AM-FM Albany, Ore.

[EDITOR'S NOTE: Albany and many other thriving smaller markets in Oregon and Washington were not included in the Pacific Northwest story. Reason: Space limitations.]

EDITOR:

Please advise cost of 500 reprints of article "The Pacific Northwest" [B•T, Jan. 9].

Jim Frost, Secy.-Mgr.
Oregon State Broadcasters Assn.
Eugene, Ore.

EDITOR:

Please airmail 20 copies . . .

S. John Schile, Gen. Mgr.
KLOR-TV Portland, Ore.

EDITOR:

Please send an additional 20 copies . . .

Robert H. Temple, Mgr.
KREM-TV Spokane, Wash.

EDITOR:

Please send 250 copies . . .

Bill Fromm
NBC Spot Sales
New York

EDITOR:

Please send us ten copies . . .

KXA Radio Station
Seattle, Wash.

[EDITOR'S NOTE: Reprints of "The Pacific Northwest" are available at $15 per 100, plus mailing costs.]

Loud Reaction to "Silent Pictures"

EDITOR:

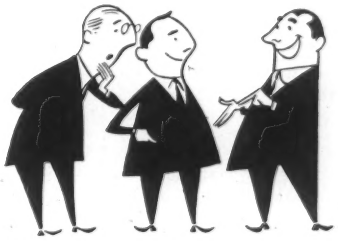
Your editorial "Silent Pictures" [B•T, Jan. 9] is a shocking and lavish display of blindness. . . . Are you actually willing to sacrifice educational tv because it has occurred to you that it will compete with other forms of broadcasting? Can you honestly feel you have thought out the subject when you assert that "every person who tunes to a program on an educational station is one member lost to the audience of commercial radio and tv."

The fact that educational tv does not sell time makes it no greater a threat to the commercial band than the activities of other sponsor-paid emanations. . . . Why condemn this phase simply because they are not commercially supported? This question is especially cogent in an industry where the word "competition" was invented . . .

If you still feel that "it is still not too late" (puff, puff) for the FCC to eliminate the noncommercial, educational station by forcing them to go for channels against their well-heeled, big brothers, then spend some time

NOW!
SAVE UP TO 15%
BY BUYING 2 OR MORE
OF THESE POWERFUL STATIONS
HERE'S HOW IT WORKS
Buy All 4 Stations....SAVE 15%
Buy Any 3 Stations....SAVE 10%
Buy Any 2 Stations....SAVE 5%
Represented by Headley-Reed
The Community Stations
KNORR Broadcasting CORP.
Now, you get more for your money than ever before! Now . . . get the biggest buy in radio in Michigan's Knorr Broadcasting Corporation's combined 4-Station deal! Here, bounded by Detroit, Jackson, Flint and Saginaw is 80% of Michigan's 6-billion dollar buying power. That's where nearly 100% of the homes and over 85% of the automobiles have radios. That's where WKMH, WKHM, WKMF and WSAM command the biggest listening audience, because that's where everybody likes News, Music, Sports.
WKMH
DEARBORN-DETROIT
WKMF
FLINT, MICHIGAN
WKHM
JACKSON, MICHIGAN
Jackson Television & Broadcasting Corp.
WSAM
SAGINAW, MICHIGAN

"Bays*" are important...



*We ought to know . . . we're first with 12 of them on one antenna.

But in Louisville . . .

WHAS-TV Programming pays off!

"SMALL TALK"
6:00—6:15 P. M.
Monday through Friday
(Market's only live daily interview show.)

Are you participating?

VICTOR A. SHOLIS, *Director*
NEIL CLINE, *Station Mgr.*
Represented Nationally by Harrington, Righter & Parsons,
New York, Chicago, San Francisco
Associated with The Courier-Journal & The Louisville Times

316,000 WATTS
WHAS-TV
Channel 11
LOUISVILLE KENTUCKY

BASIC CBS-TV Network

Your Sales Message Deserves
The Impact of Programming of Character

Non-
professional
Has to speak,

Froze up tight,
Performance weak!

BUT - not with
TELEPROMPTER
SERVICE

That's why —
ADVERTISERS PREFER
TelePrompTer stations like

WHIO-TV
Channel 7
Dayton

KUTV
Channel 2
Salt Lake City

TELEPROMPTER SERVICE

Trademark registered U. S. Pat. No. 2655573 Other Patents Pending

TELEPROMPTER CORPORATION
300 W. 43 St., New York • JU 2-3800
LOS ANGELES CHICAGO WASHINGTON TORONTO

OPEN MIKE

watching WQED (TV) in Pittsburgh. Then, if you are still holding to your bigotry you will nevertheless know that, indeed, it is too late.

I can't believe that very much thought went into this editorial. And I can't accept such irresponsible gropings from the magazine which has the greatest influence of any in the industry.

Joel W. Rosenblum, Pres.
WISR Butler, Pa.

EDITOR:

Your editorial "Silent Pictures" of Jan. 9 was, I felt, a remarkable statement. Your concern is that educational tv is a nuisance; it cuts into audience and profit of commercial tv. You propose, therefore, to abolish ETV.

Would you consider shutting down university presses because they publish volumes competing with the best-sellers? Would you remove symphony music from the air because bebop produces more revenue? Would you propose that adult education schools be closed because they diminish tv audiences for the many quiz shows which clutter program schedules?

I think not. The telecasting field is surely big enough to sustain the ancient tension between culture and commerce. We find much understanding and help from commercial tv operators as we prepare to launch an ETV station here in Philadelphia. The remedy for your concern is not to kill the cultural goose. Responsible free enterprise must stand for more than profit. ETV has something to give Americans which, with your assistance, will not hurt but help the stature of the telecasting business in the long run.

Paul Blanshard, Jr., Community Relations Director
WHYY (FM) Philadelphia, Pa.

EDITOR:

I'm somewhat surprised at the conflict of interests between educational and commercial tv stations, which you see as inevitable [Editorial, "Silent Pictures," B•T, Jan. 9]. Since I have never before asked for space in this connection, I hereby request "equal time."

Your view seems much more fearful and gloomy than that of stations in areas where both educational and commercial exist; in radio particularly, there are some 100-plus areas where educational and commercial stations exist together and help each other generally in friendly fashion, one doing education and the other advertising.

I recall editorials almost exactly like yours many years ago when some of us were trying to get film programs started in schools. The conflict would ruin the corner movie, it was predicted. Now those fears seem allayed. And education's film programs, public libraries, and school and college publications seem to exist without ruining the corner movie, commercial book stores, or the regular newspapers. It seems that each commercial medium has more to fear from commercial uses of the same and other media, than from educational uses of the same medium. . . .

Commercial tv's accomplishments in putting on many fine programs are only to be praised. They have greatly contributed to the raising of public taste in America. But commercial radio and tv should not be saddled with the whole educational job of which the wireless media are capable. As our "education crisis," and the flood of new students, develop, more of the same techniques, buildings and other ancient tools will not solve the problem efficiently. Neither will more and bigger and more congested campuses. A new, decentralized approach is needed in which it is possible that many courses can be given via tv and radio (in integrated educational use), leaving laboratories and campuses uncrowded enough to do better those things which tv and radio and new tools cannot do. . . .

If these tools are allowed to slip out of education's hands before it is aware of them, or has learned to use them or can get funds for them, it is not "they" who have lost out. It is "we," including the broadcasters. For here is the one most promising tool available to give productivity in education the shot in the arm which it has long needed. I hope not too many broadcasters will protest this use of their media. It may even some day make more difficult the generalized criticisms of radio and television by people who say (although unfairly) that "there's never anything worthwhile" on them.

Harry J. Skornia, Exec. Dir.
National Assn. of Educational Broadcasters
Urbana, Ill.

What Happened in Detroit

EDITOR:

PLEASE SHIP 200 REPRINTS OF THE "CITY WITHOUT NEWSPAPERS" STORY STARTING ON PAGE 27, JAN. 16 ISSUE OF B•T SOONEST POSSIBLE.

John P. Dillon, Prom. Sup.
WBTV (TV) Charlotte, N. C.

[Editor's Note: Reprints are available at cost.]

EDITOR:

Could use 50 reprints of Frank Beatty's coverage of the Detroit newspaper situation. Our congratulations to Frank for doing an on-the-scene report for the radio people in this country. Like radio it's much better to get your boys on the scene than tied to a desk. We hope this specialist will be on the job for many other "versus-type" stories.

Fred Heywood, Sales Prom. Mgr.
CBS Radio Spot Sales
New York

Write Your Congressman

EDITOR:

Recently I interviewed Rep. William Hill [R-Colo.] on this station. After going off the program we got to talking about the hours of operation and I told him we were daytime only. Just to ease my own mind I asked him in what way he had been contacted so we, the daytime broadcasters, could get longer hours. His reply was very surprising to me. He said as far as he knew he had not been contacted. If he had he wasn't informed enough of the problem to be able to do anything about it.

I believe we daytime broadcasters should do what we try to get our listeners to do, and that is write our congressmen.

John W. Ecklin, Gen. Mgr.
KLOV Loveland, Colo.

Milwaukee Gimmicks

EDITOR:

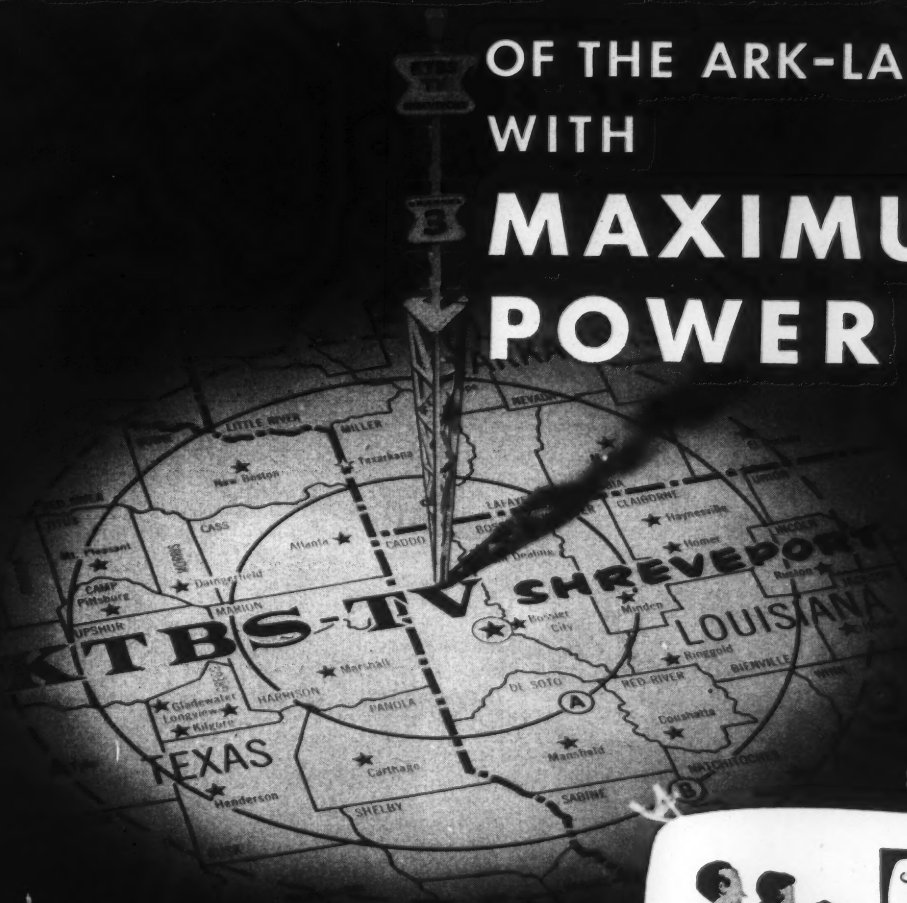
WEMP's martyr-like stand for unbiased and honest surveys for Milwaukee is like the man who murdered his wife because his children were too friendly with their mother.

The fact of the matter is: WEMP conducted an on-the-air gimmick specifically designed to induce Milwaukee listeners to falsify listening habits, and to influence the national survey picture in Milwaukee and now because other Milwaukee radio stations (including the writer) made objections, WEMP is now taking the position that they wanted to prove surveys could be corrupted, and the only way they could do this was to fight "fire with fire."

The excuse behind this reasoning is because

DOMINANT STATION

OF THE ARK-LA-TEX WITH MAXIMUM POWER



PROGRAMS FOR ALL THE FAMILY

KTBS·TV

CHANNEL 3

SHREVEPORT LOUISIANA

NBC and ABC

Represented Nationally by EDWARD PETRY & CO., INC.

E. NEWTON WRAY, President and Gen'l Mgr.

Now! Live Color Commercials

"3V" Color Film System as arranged for pickup of color opaques and live action commercials.

RCA Pioneered and Developed Compatible Color Television

ls with your RCA "3V"!

Simple lens system added to RCA "3V" Film Camera picks up live-action color commercials...and color opaques of all kinds

NOW you can go to "live" color in the least expensive way imaginable. RCA engineers have worked out an extension lens system which can be used with any RCA "3V" Camera to pick up all kinds of product displays . . . live . . . in action . . . in highest quality color. And the same system can be used for televising color opaques in the simplest possible manner.

Products to be colorcast are set up on a small, fixed stage (as shown on opposite page). Any type of action which can be carried out in a limited area is practical. You can turn products around, upside down, etc. . . . show liquids foaming . . . real bottle pouring . . . use of tools . . . appliances in operation . . . wind-up toys in action . . . all kinds of animation.

Color opaques can be artwork, charts, maps, diagrams, magazine pages, comic strips. They can be mounted on an easel, on a flip-over stand (as shown at right), or held in the hand. You can use artwork or catalog illustrations and thus avoid making slides. Color rendition is nearly perfect; there are no density problems as with color slides.

Both products and opaques are televised in the open . . . in fully lighted rooms. No need for light covers or strobe lights. Pictures have high resolution inherent in vidicon type camera. Picture quality and color is equal in every way to that attained with studio type color cameras.

Development of a push-button operated 4-input multiplexer makes it possible to use an RCA "3V" camera for televising "live" color commercials, color opaques, color transparencies, color slides and color films. Such an arrangement provides maximum usefulness of equipment—gets you into color in the fastest and least expensive way.

And remember, the RCA "3V" Film Camera System is the system which most broadcast engineers believe to be the best.

For complete technical information on the new RCA "3V" Color Film System, call your RCA Broadcast Sales Representative. In Canada: write RCA VICTOR Company Ltd., Montreal.

Color opaques in series, at a flip of the wrist.

Live color commercials with a minimum of props, showing hands, etc.

RADIO CORPORATION of AMERICA
BROADCAST EQUIPMENT, CAMDEN, N. J.

SOMETHING
BIG
IS ABOUT
TO HAPPEN
IN
WEST TEXAS

CBS
KDUB stations

316,000 watts!
MOST POWERFUL TV IN WEST TEXAS
KDUB-TV
KDUB-AM WEST TEXAS' ONLY 24 HOUR RADIO
LUBBOCK, TEXAS
NATIONAL REPRESENTATIVES THE BRANHAM COMPANY
President and Gen. Mgr., W. D. "DUB" ROGERS
National Sales Mgr. E. A. "Buzz" Hassett

of a similar gimmick previously broadcast by WOKY, but WOKY, at least, had the foresight to stop their promotion after the national survey companies discussed this ill-advised practice with them.

Some three weeks or more lapsed between the campaigns of WOKY and WEMP, and WEMP's stand of fighting "fire with fire" is a little belated inasmuch as the fire has already been put out.

WEMP's promoton, therefore, was totally unnecessary in as much as WOKY had previously proved WEMP's point: that surveys could be corrupted by unethical and dishonest endeavors.

Just for the record: let it be known that WOKY was the first culprit and WEMP was the second culprit. No other Milwaukee radio stations have deemed it necessary to resort to such ill-advised practices.

Bill Weaver, Gen. Mgr.
WRIT Milwaukee, Wisc.

Dastardly Deed

EDITOR:

One of your excellent reporters covered my recent oral argument in the United States Court of Appeals where I resisted a request for a stay order in the Corpus Christi television case.

(Perhaps wisely) the Court has not provided a press table. Your reporter had to sit in the audience; the acoustics were not too good; I noticed your reporter had to strain to hear what was being said.

As a result he misunderstood me and reported I said that the FCC delay of nine months before the KRIS-TV grant was "dastardly" [B•T, Jan. 16, p. 64].

I didn't say that.

I have never used the word "dastardly" because I didn't know what it meant. I have just looked up the word "dastard" for the first time and find that it would not have been the correct word* even if I had used it. It seems to me that somewhere in the past I have heard a word that vaguely resembles "dastard",—but I am not sure.

The word I used was "oppressive."

Paul M. Segal
Segal, Smith and Hennessey
Washington, D. C.

* The original, but now obsolete meaning of "dastard" was "sot."

Hi-Fi Monitor Low Down

EDITOR:

Mr. Peluso, of KLMR, may consider a hi-fi monitor in the broadcast control room an innovation [OPEN MIKE, Jan. 9], but in a business whose stock-in-trade is sound that sells, there is little place for the $2.98 speaker in a cigar box. Without accurate reproduction in the control room, proper balance of studio pickup and record equalization, curves become a matter of rare coincidence. KLEM, a 1,000-watt daytimer, took to the air over a year ago with a 12" GE coaxial speaker, mounted in a corner horn enclosure, as a control room monitor. It is not quite the equivalent of some of the $600 speaker systems, but far excels many control room monitors I have seen—and used. Cheaper speakers do for the studios, as they are used primarily for cue purposes.

I expect that there will be many comments on Mr. Peluso's claim to an "innovation," as I have seen many small stations using elaborate high-quality control-room speakers, and I know of at least one 250-watter that used two costly speaker systems.

I commend KLMR on their thinking; they're just a few years late.

R. H. Coddington, Asst. Mgr.
KLEM Le Mars, Iowa

The Silent Witness

EDITOR:

This office has been retained by the Denver area radio and television stations to represent them before the Colorado and television stations to represent them before the Colorado Supreme Court on Jan. 30 at a hearing concerning Canon 35 of the Canons of Judicial Ethics in regard to photography in courtrooms.

In the preparation of our case in brief before the Court, we should like to have approximately 30 copies of the Aug. 29, 1955, B•T article "The Silent Witness."

Richard M. Schmidt, Jr.
Knight, Lesher & Schmidt
Denver, Colo.

[EDITOR'S NOTE: B•T, always glad to help out a good cause, has sent counselor Schmidt the asked-for copies of the article, which describes what happened when the American Bar Assn. admitted tv to its convention in Philadelphia and the lawyers' reactions to video coverage of the proceedings.]

Announcers' Copy

EDITOR:

. . . Hope you've noticed the subscription to B•T by our announcing staff. We got tired of asking the bosses for their copy. We wouldn't miss it.

Jack West, Asst. Sports Dir.
WJDX-WLBT (TV) Jackson, Miss.

Uncommitted

EDITOR:

A story in your Dec. 19 issue erroneously reported that Hullinger Productions of Washington, D. C., was beginning a television film series starring Mary Haworth, the syndicated columnist.

Miss Haworth was indeed approached by Hullinger Productions for such a show, but no commitment was made. She wishes you to set the record straight, especially as other producers are interested also.

Frank L. Dennis
Attorney
Washington, D. C.

[EDITOR'S NOTE: B•T relied upon an official announcement by Hullinger Productions.]

MILESTONES

► ROGER BAKER, sportscaster, WGR-TV Buffalo, has celebrated his 28th year in broadcasting.

► CBS RADIO's *Ma Perkins* daytime serial has begun its 23d year.

► WTMJ-TV Milwaukee has celebrated its eighth anniversary.

► WGAR Cleveland has marked the 10th anniversary of its U. S. Weather Bureau show, *News With Jim Martin.*

► HORACE CORDER has marked the completion of his 20th year of farm broadcasting on WSM Nashville, Tenn.

► WIBX Utica, N. Y., has celebrated its 30th anniversary.

In Memphis Keep Your Eye On...

TOP SHOWS!

HIGHEST ANTENNA!
(1349 Feet Above Mean Sea Level)

FULL POWER!

Wise advertisers know that the WREC-TV combination of *full basic CBS affiliation . . . highest antenna* . . . and *full power* produces the maximum audience. No wonder more and more advertisers are making Channel 3 their choice to reach the great and growing $2 billion Memphis and Mid-South market. Call your Katz man *now*.

WREC-TV

CHANNEL 3, MEMPHIS, TENNESSEE

Represented Nationally by The Katz Agency

BIG 10
PROVIDENCE

Attracts 'em . . .

Holds 'em spellbound . . .

with B-A-L-A-N-C-E-D
TV ENTERTAINMENT

What Sponsor
Could Ask For More!

WEED TELEVISION NATIONAL REPRESENTATIVE

our respects

to PHILIP MERRYMAN

THANKSGIVING DAY took on a new significance in 1927 when the proclamation that makes the event official was read over an NBC hookup by President Calvin Coolidge. Presiding at two truckloads of dials and amplifiers in the Lincoln Room of the White House that evening was Philip Merryman, a young engineer at WRC Washington. After it was over, the President left the room, returning a few minutes later to comment, "What do you mean, putting it on at 7:30 instead of 8?"

"My instructions have been 7:30 all along, Mr. President," the technician answered.

"Grace was going to listen in her quarters at 8. You ought to learn to run your thing better than that," the Chief Executive sputtered in his Yankee manner.

Philip Merryman, now part owner and president of WICC-AM-TV Bridgeport, Conn., already knew a lot about the thing he was running. He had shipped out of Portland, Ore., on a government wooden freighter in 1918, serving as Sparks for three years. While working on an Astoria, Ore., tugboat used for harbor and river pilots, he was asked by the morning *Astorian* to build a broadcast station . . . and did. The competitive evening *Budget* had to have one, it decided, so young Merryman built another. As the only licensed operator in Astoria, he had to bicycle between the two stations to keep the 360 meter equipment on the air. After hours he used the transmitter to talk to engineers around the country and built up some fast friends at WSB Atlanta and other stations until the authorities put a stop to his cross-country radio-telephony.

Back in Portland, where his family had moved a few years before, he went to high school and delivered telegrams between classes. A letter from his uncle in Mississippi induced him to investigate the South. He forgot about radio while drumming in a band that played around Jackson and at the same time continuing his high school education. Drumming was so much fun that he decided to make it a career and moved to Chicago, a mecca for jazz musicians. This idea flopped in a hurry when President James C. Petrillo, of the music union, asked a transfer fee of $500 or so, which was about $500 beyond the young man's means.

Next stop was the RCA office in Chicago, where he landed a job as radio operator on a lake boat plying between Milwaukee and Muskegon. After a year on this run, the ship owner yielded to the glamorous rumors about all the money people were making in Florida, and decided to head southward. Despite the 1925-26 boom, the shipping business on nearby runs didn't work out, and soon the boat was headed northward.

At New York, young Merryman dropped off and went to work under engineering pioneer O. B. Hanson at NBC. His next stop was Washington as a member of the NBC-WRC technical staff. That was in 1927.

He finished his high school education at Emerson Institute, and went on to George Washington U., where he met Frances Thomas, a Michigan girl. They were married and now have three children. Philip Jr. is widely known as an authority on electronic calculating machines; Michael is starting a radio career and Heather is a freshman in college.

In 1937, Mr. Merryman was transferred to NBC New York, moving into station relations and then planning and development. He left the network in 1947 after developing the first NBC tv network plan which was reputed to be the basis of the present network. After consultant activity in New Orleans, he returned to New York to go into the consulting business on his own.

He became interested in a Bridgeport property, WLIZ, in early 1950 and bought a one-third interest with a five-year management contract. After getting a permit to increase from day to fulltime operation, he ran into a series of local zoning hearings. Convinced the city didn't want his tower, he joined a group in purchase of WICC and WLIZ was retired.

When the new owners assumed operation of WICC in January 1952, they had a tv equity that consisted of a returned ch. 1 application filed many years before. A uhf application was filed and WICC-TV put out its first program in March 1953.

At WLIZ Mr. Merryman had concentrated on local programming, a format he continued at WICC with the slogan "The most listened-to station in the richest retail market in the U. S." He became a popular air personality, commenting on local, state, national and worldwide news. To get material for his nightly *The World Today*, he regularly interviews state legislators and makes frequent Washington trips to tape Congressmen and Senators on issues of the day.

The 52-year-old executive (born Dec. 13, 1903) is a founder and first president of the Committee for Hometown Television, a group of uhf and vhf stations which recently started a nationwide campaign "to save local community self-expression on tv." Operating a tv station in a market blanketed by high-power New York stations, he is quite aware of the need for community programming and has carried on the fight in Washington.

Community activities include board membership of the Connecticut Symphony, Red Cross and Heart Assn. He is active in the Rotary Club. Hobbies include golf, fishing, and a recently acquired devotion to sailboats.

1ST

For years, KMTV has been first in the Omaha area

- **In RATINGS!**
- **In NATIONAL, REGIONAL and LOCAL Spot Business!**
- **In COLOR!**
- **In PUBLIC SERVICE!**

On January 1st, KMTV became the basic NBC Affiliate in Omaha!

Wise advertisers knew that more than ever, KMTV was the preferred buy in Omaha. For example, new schedules for Armour and Co., Carter Products, Inc., Coty, Inc., General Foods, Procter and Gamble, Peter Paul, Sunshine Biscuit Co., R. T. French Co., and others *rocketed the week's billing to a new Jan. 1-7 high!*

And for good reason!

If you're interested in a good daytime spot, TRENDEX (Jan. 2-8, 1956) shows that KMTV rates an audience share of 63.8 against a 36.2 for the CBS station in the 3:00 to 6:00 p.m. time period!

In fact, KMTV leads 54.5 to 45.5 for the entire afternoon from 12:00 to 6:00 p.m.!

Dials stay on Channel 3 at night, too. For example, KMTV gets a 52.3 share of audience against 47.7 for the 6:00 to 8:00 p.m. time period.

Day or night, KMTV is your best buy in Omaha!

COLOR TELEVISION CENTER

KMTV
CHANNEL 3
MAY BROADCASTING CO.

NBC-TV
ABC-TV
OMAHA

Represented by
Edward Petry & Co., Inc.

In January KMTV will present 95 color shows . . . 96% of the total in the Omaha area.

Nems-Clarke's

ACCESSORY UNIT-Type 121

- **Provides an output for the operation of a 1 milliampere recorder**
- **Provides an acoustic output (panel mounted speaker) to eliminate need for headphones**
- **Provides a source of power for operation of the 120D over long or continuous periods**

The Model 121 Accessory Unit is designed as a companion unit to the 120-D field intensity meter (also the WX-2A, WX-2B, WX-2C and WX-2D).

The principal function of the 121 is its ability to operate 1 milliampere recorders of the Esterline Angus type to give a permanent record of field strength. This may be at a fixed remote location where commercial power is available or for mobile operation in which case a 6 volt storage battery is used for power. Filament and plate power for the 120D's receiver is available; however it is still necessary to have reasonably good batteries installed in the 120D for regulation and filtering purposes.

The 121 can also be used as a general purpose recording and monitoring amplifier when a high input impedance is desired and 5 volts D.C. is available.

For Information
write dept. V for descriptive folder

NEMS • CLARKE
Incorporated
919 JESUP-BLAIR DRIVE
SILVER SPRING, MD.

HELEN DAVIS

on all accounts

A PROMISING law career may have been nipped in the bud when Helen Davis left college in 1949 and turned to secretarial training as a springboard for advertising.

A "lady timebuyer" for more than two years now, Miss Davis today is inclined to talk radio, color tv, uhf and other such subjects rather than the case of the state *vs.* John Doe. She is assistant media director and radio-tv timebuyer at Clinton E. Frank Inc., Chicago, having risen through the secretarial ranks of an agency and a tv station representative firm.

Miss Davis handles all media (broadcast and printed) for Toni Co's Pamper, Tame and Casual products and all radio-tv media for Reynolds Metals Co., Wilson Milk, Dean Milk (a Wilson division) and Foulds macaroni.

Having had some brushes with color tv in client contacts (Reynolds Metals was a sponsor on three color extravaganzas last year), Miss Davis' own feeling is that it is "sometime off yet" for the general public and that many advertisers "are not in a position to buy color programs" because of high costs. And while sympathetic to uhf, she also feels such stations should more aggressively promote their operations as part of the overall tv medium rather than as uhf vs. vhf.

Among radio-tv accounts on which she is active, Reynolds sponsors *Frontier* (NBC-TV's reported answer to CBS-TV's *Gunsmoke*) and Toni Co. is well represented in network and spot tv with the three products handled by Clinton E. Frank. Her association with Toni products goes back to 1953-54 when she bought time for them at Weiss & Geller Inc., Chicago.

Helen Lilias (a family name) Davis is a native of Chicago (born May 12, 1927) and attended New Trier High School, from which she was graduated in 1945. She then enrolled at Coe College as a pre-law major, working on the school's newspaper and participating in other campus activities. Graduated in 1949, she returned to Chicago and put in a year of "sweat and toil" at Katherine Gibbs secretarial school.

Miss Davis entered advertising's doors as a secretary to the timebuying supervisor at Leo Burnett Co. in April 1951, and in October 1952 began working in a similar capacity at Harrington, Righter & Parsons Inc., tv station representative firm. A year later she joined Weiss & Geller as a timebuyer on Toni products. She joined Clinton E. Frank in October 1954.

Miss Davis lives with her family in Wilmette, Chicago suburb. Hobbies: golf and swimming. She also takes delight in preparing special dishes (her specialty, salads) for friends.

WOODLAND-TV is big territory!

More than 700 drug products, in daily use throughout the world, are manufactured in this modern Upjohn plant near Kalamazoo.

Upjohn world-famous producer of fine pharmaceuticals, is a vital stimulant to the growth of WOODLAND, U.S.A.

High voltage electrons are put to work saving lives and protecting health by The Upjohn Company, whose research department began using radiation drug sterilization in 1951. Such advancements are typical of Upjohn's constant progress — in developing new drugs, and in the improvement of production efficiency.

Upjohn's enterprise is representative of its many neighbors who also have grown world-famous in the WOODland area — a rich market, with the country's 20th highest TV set count. WOOD-TV gives you all the important communities like Kalamazoo, Muskegon, Battle Creek and Lansing — plus the primary trading center of Grand Rapids. For top coverage of this rich Western Michigan market, schedule WOOD-TV, Grand Rapids' *only* television station!

WOOD-TV

WOODLAND CENTER
GRAND RAPIDS, MICHIGAN

GRANDWOOD BROADCASTING COMPANY • NBC, BASIC; ABC, SUPPLEMENTARY • ASSOCIATED WITH WFBM-AM AND TV, INDIANAPOLIS, IND.; WFDF, FLINT, MICH.; WTCN-AM AND TV, MINNEAPOLIS, MINN.; WOOD-AM, WOOD-TV, REPRESENTED BY KATZ AGENCY

Hurry! SELECTED BY THE

ZIV's NEW BIG RATING-GETTER

LEADING TV STATIONS BUY "X":

KOAT-TV, Albuquerque
KGNC-TV, Amarillo
KBOI-TV, Boise
KCRI-TV, Cedar Rapids
KOA-TV, Denver
WJBK-TV, Detroit
KMJ-TV, Fresno
KHJ-TV, Los Angeles
KCBD-TV, Lubbock
WMCT-TV, Memphis
KVAR-TV, Mesa-Phoenix
KEYD-TV, Minneapolis
WSM-TV, Nashville
WCAU-TV, Philadelphia
KDKA-TV, Pittsburgh
KBET-TV, Sacramento
KSL-TV, Salt Lake City
WKBN-TV, Youngstown
. . . and others

"The Man Called X"

✗ **DANGER** is his constant companion!

✗ **SECRECY** is his way of life!

✗ **THE WORLD** is his field of operations!

STARRING

BARRY SU

As Master of International

Based on material from the files of one of

AMERICA'S FOREMOST INTELLIGENCE EXPERTS!

ESE IMPORTANT SPONSORS:

- OHIO OIL CO.
- BLATZ BEER
- SAFEWAY STORES
- TOBIN PACKING CO.
- ROYAL CUP COFFEE
- BROWN VELVET DAIRY
- PEVELY DAIRY
- TEXAS COFFEE
- GENESEE BEER
- ZIEGLER PACKING CO.
- SIPES SUPERMARKET
- EDISON ELECTRIC CO.
- DUQUESNE LIGHT & POWER
- MOHR CHEVROLET
- SIMPSON MOTORS
- FELD CHEVROLET
- FULLER-WHITE CHEVROLET
- BILLINGS MOTORS LTD.
- LEVY JEWELERS
- LAWSON JEWELERS
- MARINE TRUST CO. OF WESTERN N. Y.
- GENERAL ELECTRIC SUPPLY
- PRICES, INC.

X

★ ADVENTURE
★ INTRIGUE
★ SUSPENSE

Plan your '56 sales strategy to include TV's most colorful man of mystery. His dramatic impact on TV is certain to result in big audiences for your commercials . . . big demand for your product. Write, wire or phone for a presentation now.

SULLIVAN

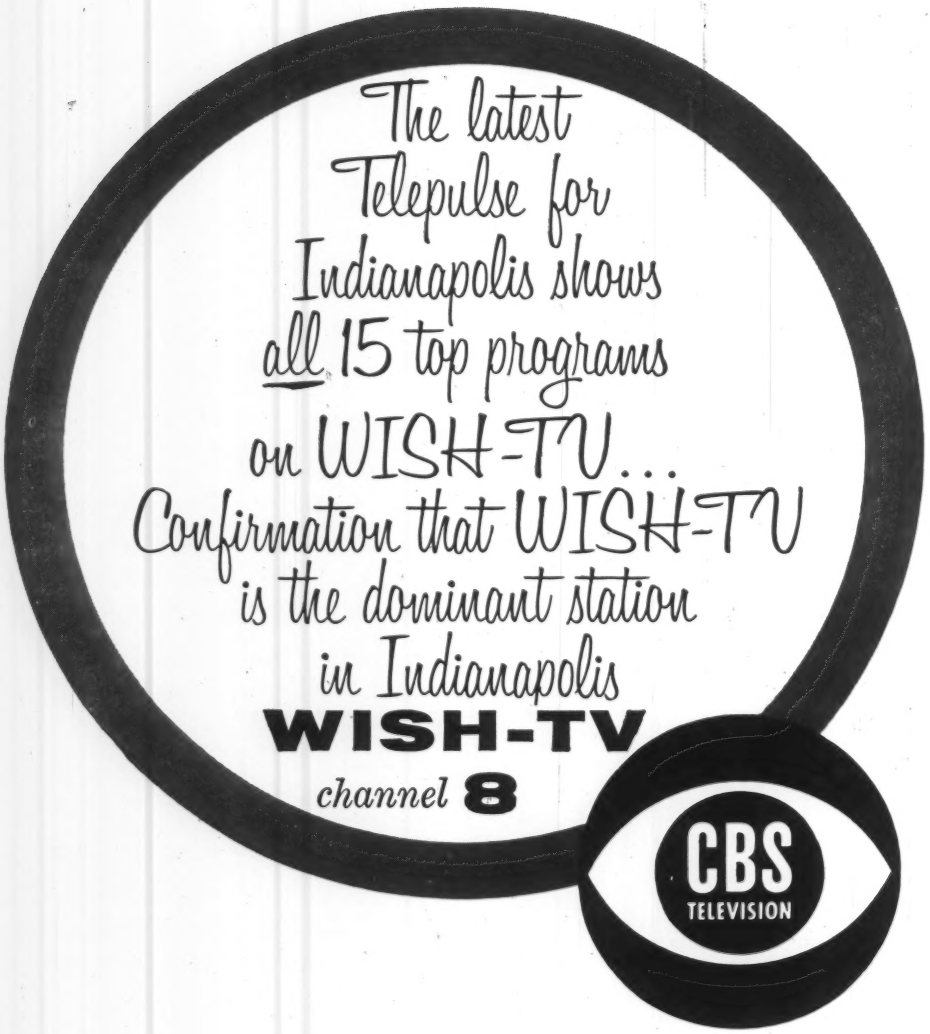
nation trigue

NEW YO
CINCINN
CHIC
HOLLYW

* Chief Analyst, O.N.I.
* Special Consultant to the Joint Chiefs of Staff

★ The man who penetrated the intelligence services of the World's Great Powers!

ZIV Television


The latest
Telepulse for
Indianapolis shows
all 15 top programs
on WISH-TV...
Confirmation that WISH-TV
is the dominant station
in Indianapolis
WISH-TV
channel 8
CBS
TELEVISION

BROADCASTING TELECASTING

January 23, 1956 Vol. 50, No. 4

GUARANTEED CIRCULATION: WANTED, BUT NOT IN SIGHT

A B•T check finds agency opinion definitely in favor of such a basis for broadcast charges, but just as definitely doubtful that present measurement methods make it feasible.

THE ONLY REASON that advertising agencies are not now demanding a "guarantee" of circulation for their time purchases from American radio and tv stations and networks is that they don't know how a practical and not-too-costly method of checking such a guarantee could be worked out.

That state of mind among agency executives responsible for the selection of broadcast media for their agencies' clients was clearly reflected in replies to a questionnaire on the subject sent by B•T to the "broadcast media directors" of more than 100 agencies with heavy radio-tv billings. Those favoring the guarantee outnumbered those not in favor by a three-to-two ratio, and the comments of the "no" voters indicated that they might have voted the other way if they had considered the idea at all feasible.

It should be admitted promptly that the 37 usable replies received are too small a number to be projected to an industry total. To say that they reflect a typical cross-section of agency opinion also would be erroneous. Those who filled out the questionnaires are not typical agency executives; they are executives with more than an average interest in media problems in general and broadcast media problems in particular; their agencies, as has been noted, have a heavier than average stake in the broadcast media and anything that will help secure the maximum results from the use of radio and television is of more than usual interest to them. Even if they hadn't been chosen for that very reason, the fact that they took the trouble to fill out a lengthy questionnaire and, almost without exception, to append extensive comments, is proof that their interest in the subject is more than average.

The following statistics and comments, then, are worthy of note not because they are average, but because they're not; because they represent the considered opinions of the agency men who know radio and tv best because they buy them the most.

The idea of a guaranteed circulation was brought to the fore by Peter Levathes, vice president and director of media relations of Young & Rubicam in an interview with B•T editors [B•T, Sept. 19, 1955]. Discussing radio's audience spread among the various rooms of the house and out of the house in automobiles, etc., and the importance of listener location statistics to the buyer of radio time, Mr. Levathes said:

"Radio should guarantee its circulation. I believe that if radio would guarantee its circulation, it would excite great interest in the trade . . ."

Asked how a "guaranteed circulation" would work, he explained:

"A network, for example, would sell a sponsor a show and guarantee the rating at, say, x number of listeners. If the show doesn't hit that rating, a sliding scale of rates would be developed so that the purchaser would pay in accordance with the audience reached."

Reaction to this suggestion was so immediate —and so emphatic, pro or con—that B•T decided to put Mr. Levathes' idea to a jury of his peers, the men who make the media decisions at the other top agencies of the nation. Here are the questions they were asked and the answers they gave.

1. Do you agree with this concept (of guaranteed circulation) for radio? For television?

The answers were 60% in agreement, 40% not. There were no split votes; everyone who favored the idea for radio also favored it for tv; everyone who opposed it for one of the broadcast media also opposed it for the other.

Few of the "yes" voters made any comment on this question. One who did, but asked that his name not be used wrote: "I agree with the concept of delivering a guaranteed circulation, but do not feel that it is completely feasible for all types of radio and television. Where a station or network has complete control of the programming and the program has a rating history, I believe that delivery of a specific number of rating points could be possible. However, where an advertiser buys only broadcast facilities of a station or network, the responsibility for developing the audience is one which I think should rest with the advertiser."

Views of the "no" voters are summed up in this comment from J. Carson Brantley, president, J. Carson Brantley Advertising Agency: "There is no known method of determining whether or not a radio or television broadcast reaches a predetermined destination, and circulation, in the terms we know it, means guaranteed delivery. Even a reasonably accurate set-count guarantee only indicates availability. The idea is not practical at this time. Electronics may some day solve the problem, but until then we gamble."

2. In what way would the guarantee be administered? A. In terms of total sets in the area reached by station or network? B. In terms of sets reached by program or spot purchased by the advertiser? (Respondents were asked to recommend methods of securing the information and how frequently it should be done, for each type of guarantee.)

Answers were divided: 16% favoring A, 30% favoring B, 22% favoring both A and B, 8% opposing both and 24% not voting. Frequencies proposed for area set counts ranged from once a week to once in several years, with twice-yearly set counts getting the most votes. For sets reached by a program or spot, the frequen-

WHAT LEVATHES THINKS OF HIS OWN IDEA

PETER G. LEVATHES, Young & Rubicam vice president and media relations director, whose stand for "guaranteed circulation" by radio stations inspired B•T's survey on the subject, also filled out one of the questionnaires.

By his check marks he indicated his view that the guaranteed-circulation principle should apply to television as well as radio, but should not be extended to include ad readership as well as per-copy circulation in the printed media. He did not think that rate cards should be abolished and all media bought on a cost-per-thousand basis, in the event that there were guaranteed circulation for broadcast and printed ads.

Circulation guarantees, in his opinion, should be based on families, not individuals, and should be confined to "at-home only," not including viewing, listening or reading done away from home.

The circulation guarantee he advocates for radio and television should be administered in terms of sets reached by the program or spot purchased by the advertisers, Mr. Levathes said. He felt this information should be gathered via "uniform audience ratings by approved checking method for each station area. Nielsen perhaps." As to the desirable frequency of such measurement, he said: "At least six-month averages."

MR. LEVATHES

Does Mr. Levathes think such a method will actually be adopted? He checked "no," then penciled in this notation: "That is, I am doubtful. Stations have generally been reluctant to cooperate in circulation or audience measurements and probably will continue to be so."

cy range was from weekly to semi-annually, with monthly checks the most popular.

Comments stressed the need for obtaining industry-wide agreement on whatever measuring methods are used, both for station or network coverage data and for program ratings. Some agency executives called for coverage data comparable to ABC circulation figures for newspapers and magazines, but one declared that "no survey could be as accurate as ABC for newspapers, which would tear the idea apart." Each of the current rating services had its adherents as the method to be used in determining audiences for programs or spots, and there was one proposal that the standards proposed by the Advertising Research Foundation [B•T, Dec. 27, 1954] be followed.

3. Do you feel that such a method will actually be adopted? Why or why not?

Here the noes definitely have it. Two-thirds of the respondents, regardless of whether or not they favor the idea of guaranteed circulation, feel that it is unlikely to be put into effect. The other third were equally divided among those who think such a plan will be adopted, those who are doubtful as to whether it will or not, and those who did not vote on this question.

Jack J. Bard, vice president for media and media research at Weiss & Geller, spoke for those who believe some sort of circulation standard will be adopted, when he commented: "Pressure by advertisers, agencies, responsible networks and stations will eventually force such a method." A contrary view was expressed by an agency president who feels that a guaranteed circulation system is not likely to be adopted "because of lack of organization in the field and general apathy among advertising executives."

"Excessive cost" was given as the main reason for the belief that guaranteeing ratings will not become established as an industry practice. Stations and networks could not stand the expense themselves and if they tried to pass it along to advertisers and agencies they would price their facilities too high to be competitive with other media, this line of reasoning ran. On the other hand, Jack Peters, vice president and media director, Kastor, Farrell, Chesley & Clifford, who hopes they will be established, noted: "If all the money spent today for all the rating services could be channeled to one acceptable service, I believe the job could be done right."

Another major agency media vice president, who feels the ramifications of the guaranteed broadcast circulation problem make its solution presently impossible, said: "Unlike printed media, where circulation is based on predetermined and controllable factors, the problems of each station and each network vary with each time period of the day. Changes in programs, personalities, guest stars, competitive line-up, etc., have a decided effect in any attempt to guarantee broadcast circulation—not to mention the big hurdle of getting a nationally accepted rating service to handle ratings for all stations and networks with sufficient frequency to make the data useful for such guarantee."

Arthur S. Pardoll, director of broadcast media, Foote, Cone & Belding, explained his negative vote this way: "Physical signal penetration can be guaranteed, but circulation, as it applies to a delivered audience at a given time, should not be guaranteed. Adjacencies and competition have a strong bearing on this. Why should stations be penalized for something over which they have little control?"

According to Ralph S. Bing, president, Ralph Bing Advertising: "It would appear that guarantees of circulation would be another poor attempt to place advertising in the cold realm of 'figure-science,' eliminating such important factors as individual impact. Advertising is more than numbers and successful advertising involves countless other factors. Why hamstring creative thought with meaningless charts and graphs? The eventual outcome is the important answer as to advertising success and dwarfs 'cost per inquiry' to a meaningless phrase. Also—isn't it important to consider quality of audience along with quantity of audience?"

Possibility that circulation guarantees may come from radio before they do from tv was pointed out by Alfred B. Udow, media director of Sterling Advertising Agency. He wrote: "As long as tv can be sold without it, why undertake this expense? Radio may be forced into it, though."

4. Publishers currently "guarantee" printed copy circulation. Should they also "guarantee" ad readership? How would you obtain a measurement of this readership?"

Only one affirmative vote was cast for the idea that readership-of-advertisements should be given by publishers of newspapers and magazines. Again, excessive cost was a major reason given by those who opposed the idea, but when dealing with printed media many of the agency respondents emphasized their belief that, as one comment put it: "Readership is a function of the quality of the copy, not the responsibility of the publisher."

"This is a false analogy," another comment went. "All that a publisher can do is to govern circulation and page traffic. Radio and tv ratings are the equivalent of page traffic, not the readership of ads."

Charles J. Weigert, media director, Joseph Katz Co., summed up that point of view this way: "A publisher provides a means of having your advertising message read. If the advertisement is poorly done, you can't hold the publisher responsible for low readership."

5. If there were "guaranteed" circulation for broadcast and printed ads, should rate cards be abolished and all media bought on a cost-per-thousand basis?

Here the answers were about two-to-one against the abolition of rate cards. Comments, all on the negative side, ranged from a cynical "This would soon eliminate many media" to several expressions of the view that "cost-per-thousand isn't the only criterion for buying," as Alice Ross, radio-tv timebuyer for Franklin Bruck Advertising Agency put it.

6. Should circulation guarantees be based on individuals or families?

Five times as many agency executives voted for measuring circulation by families instead of individuals. Several respondents noted that the answer would depend on the product being advertised. "For cigarettes, kids aren't important, but they're very important for cereals," one comment ran. One-third of the questionnaires came back with no answer to this question, perhaps indicating agreement with David R. Williams, media director of Harold Cabot & Co., who wrote that either standard may be used "as long as it's all the same."

7. Should such guarantees be confined to at-home viewing, listening and reading, or also include away-from-home viewing, listening and reading?

Half of the respondents voted for at-home-and-away, indicating a desire to obtain as complete a measurement as possible, but several qualified their answers by wondering if accurate out-of-home audience data is obtainable. One comment plumped for getting out-of-home figures "at least for radio, where they can sometimes be a large and valuable part of the whole." A quarter of the replies voted for at-home data; the other quarter did not vote on this question.

A number of the returned questionnaires contained overall comments on the guaranteed circulation idea, of which the following are typical. Harold W. Rose, vice president and media director, The Buchen Co.: "We do not believe that the suggestion made by Mr. Peter Levathes appears very feasible." John W. Davis, media director, Honig-Cooper Co.: "To me this whole idea is too difficult and complicated to ever be adopted. The tendency is to reduce all buying to a simple set of numbers." A comment not to be attributed: "Guaranteed readership and/or listenership would be impossible to prove."

That is also the view of Ray A. Jones, media director, Ralph Sharp Advertising, who provided the following case history of a tv audience guarantee:

"The closest I have been to a guaranteed audience was an offer of tv time based on *ratings*, or share of audience. The show was sold on the basis of a 30% audience and priced accordingly. Of the 160,000 sets in this area the guarantee assured 30% or 48,000 sets tuned to the show.

"Using the latest ratings, if the show does not show a 30% audience—say it only had a 20% (32,000) audience. Then the station would give the advertisers additional spots on or around shows with ratings that would total the 10% (16,000) shortage.

"Using the above system the advertiser was guaranteed a 30% audience. If the show received a higher rating than the guaranteed amount (30%), then the cost of the show was increased accordingly. The error in even this guarantee was *duplication of audience* with spots which had to be added to total the guaranteed 30%.

"I do not see how it is possible to guarantee an audience for any media, printed or broadcasting."

THESE REPLIED

AGENCIES replying to B•T's questionnaire on guaranteed circulation include the following firms: Allen & Reynolds; Ralph Bing Adv.; Arthur Braitsch Co.; The J. Carson Brantley Adv. Agency; Franklin Bruck Adv. Agency; The Buchen Co.; Harold Cabot & Co.; James Thomas Chirurg Co.; Compton Adv. Inc.; John C. Dowd Inc.; Emery Adv. Corp.; Erwin, Wasey & Co.; Flack Adv. Agency; Foote, Cone & Belding; Curt Freiberger & Co.; Ad Fried Adv. Agency; L. C. Gumbinner Adv. Agency; Honig-Cooper Co.; Charles W. Hoyt Co.; Kal, Ehrlich & Merrick; H. W. Kastor & Sons; Kastor, Farrell, Chesley & Clifford; Joseph Katz Co.; The McCarty Co.; Lennen & Newell; Olmsted & Foley; Presba, Fellers & Presba; Reincke, Meyer & Finn; Ralph Sharp Adv.; John W. Shaw Adv.; Sterling Adv. Agency; Geoffrey Wade Adv.; Weiss & Geller.

AUDIENCE COMPOSITION DATA AVAILABLE, HOOPER, PULSE, NIELSEN TELL N. Y. GROUP

Critical timebuyers, media executives hear three major rating services agree that information on listeners can be had if ordered. Speakers attack charges of 'confusion' in rating field.

EXECUTIVE SPOKESMEN for three major radio rating services—which seldom meet on common ground as to methods of measuring audiences—were agreed last week that any one of the services can supply audience composition data upon request.

They told a group of agency people—mostly made up of timebuyers and media department executives—at a New York luncheon meeting that agencies and others, who often are critical of the services because such data on radio markets are "unavailable," can receive the material on order.

Speakers, all top executives in the radio ratings field, appeared at the first luncheon in the second series in the Radio & Television Executives Society's timebuying and selling seminar held Tuesday at the Shelton Hotel. They were James L. Knipe, president of C. E. Hooper Inc.; Dr. Sydney Roslow, director of The Pulse, and E. P. H. James, vice president of A. C. Nielsen Co.

Although each speaker stuck by his service as providing the best data, a note of harmony among all three, struck early in the proceedings, lasted through the session until the final bell when concurrence was reached on the question of audience composition.

The speakers answered critics who charged "confusion" in the ratings field.

Mr. Knipe said he was amazed at the talk of "confusion" because, in essence, a service rating is "simple." "It takes a lot of work [by critics] to make it complicated," he said. Confusion as such, he said, can come about in only three ways: not interviewing enough people, interviewing people at the "wrong time" or failure to recognize "nonsensical" information produced in the interviewing. He said the best test for "validity" of any one of the services is for critics to actually tour and inspect each of the service's physical facilities and, if possible, accompany interviewers on their rounds.

He said the Hooper firm contends the "advertising profession" should do "at least two major things": "set up some large experiments in the rating field, and establish a 'code of revelation' to force all of us into the open on every phase of our work."

Cautioning that "radio audience is people, not sets," Dr. Roslow said that the main objective was to measure audience wherever it be found. He said there is no "true measurement" against which the services can be compared, but, he added, it is important for users to know the differences among the services. The product of a rating service, he said, should be thought of as a tool to "aid judgment and that's all"—users should not go beyond that point, he said.

Prime objective of the Nielsen Company is to guard against unusual circumstances at the time of measurement and to eliminate so far as practicable any possible error in the "human element." Toward this goal, Mr. James said, Nielsen had instituted "automation in research" which includes use of audimeters and recordimeters as well as other computing devices.

As outlined by Dr. Roslow, Pulse attempts to establish "the best probability sample" possible in order to seek out what the members of the home do so far as listening in the home and "out of home"—the latter group, he said, has grown tremendously and "beyond expectations." Dr. Roslow said listening is "purposeful, has meaning and is habitual," not chaotic. The radio audiences, he declared, . . . "are not morons, they are not stupid" and do not range haphazardly about the dial as many people might think.

He said the aided recall technique employed by Pulse is based on principles of memory (associations) and recognition (program schedules etc.), citing the newly-instituted Pulse "call backs" of the not-at-home families, and the incorporation of out-of-home listening with in-home listening in its current reports. Dr. Roslow said Pulse was reporting on 40-50 markets monthly with 100 or more markets covered over the year; Mr. Knipe disclosed that the Hooper Co. is now "back" in more than 100 markets after being supported in 1954 by a group of "some leading agencies" in returning to areas from which it had been "tossed out" by stations, and Mr. James noted that the Nielsen Station Index now covers the 25 "top markets" in the U. S., a number that the company expects to boost to 30 by next March or April.

Hooper's Knipe said his firm lost its footing in major cities in the period 1951-53 because the service showed radio declines during tv's growth. He said that the Hooper firm offers a service that does not "conceal" tv's impact on radio—but "now, of course, they [figures] are beginning to show the movement back upward." The Hooper service also does not "protect the lethargic timebuyer" nor "cover up the deteriorating position of a station, as its programming goes dead on its feet," Mr. Knipe, said. He continued: "Our reports simply do not fit an easy-going timebuyer or a complacent station manager. We show the changes which take place and we show them when they take place. After all, that's what ratings reports are for. They are not meant to be soporifics—lulling advertisers to sleep with reports so lacking in sensitivity as to conceal all the progress and retrogression which are continually going on in the station field, especially now that programming is essentially a city-by-city matter rather than a network decision.

"Principal factors in the current resurgence of radio, of which New York City is a fine example, is this remarkable station managerial ability being demonstrated in so many cities around the country. Some of the younger men in the business, as well as a few of the older ones, are refusing to be bound by tradition and, so, are setting up programs which are attractive, interesting, audience-gathering. This trend gives us great hope for the future with respect to the medium . . ." Mr. James, who illustrated his talk by taking a portion of a Nielsen report of the Minneapolis-St. Paul area and explaining the figures presented, said of his firm that of course "we go in for gadgets—for mechanized systems wherever possible so as to provide the greatest assistance to timebuyers." He stressed the accuracy and "check upon human error" which he said the Nielsen firm's mechanization afforded.

Audience Measurements Blasted by Dobberteen

ASSERTING that "we don't know how to measure the audience of our radio broadcasts and our television programs," Harold H. Dobberteen, vice president and media director of Bryan Houston, New York, last week asked: "When are we going to get the measurement on the true commercial audience?"

Mr. Dobberteen spoke Thursday at a luncheon meeting of the media research discussion group of the American Marketing Assn. in New York.

Looking at research "in terms of the needs of the media buyer," the agency executive said some of the questions for which he thought answers should be forthcoming deal with the "true commercial audience" within a program, at the end of a show, for a spot or station break and in the daytime as compared to the evening. He also said there is a need to figure what the total radio audience—on an average—would be "after you've counted the sets in the bars, on the beaches, in the automobiles and elsewhere as well as those in the homes," he asked his luncheon audience: "Ever try it?"

Mr. Dobberteen also said there is need for measuring the efficiency of the delivered message, "an honest reliable count on tv homes . . . tv is now a hundred-million-dollar business and we don't even know how many sets there are . . . where they are. We don't have a regular recurring count and we don't know when we're going to get one. We are trying to struggle along in a blind way with a 1952 set count."

Speaking of media comparisons he said that these can be made only when data is known about size of audience reached, amount of duplication, extent of recall and degree of impact. He also noted there is no precise information on when the use of a medium should start, how long it should continue or when it should stop.

Another speaker, Dr. Lyndon O. Brown, vice president in charge of media, merchandising and research at Dancer-Fitzgerald-Sample, New York, said modern media buying methods are based on the engineering approach which demands an accurate measurement of the actual delivery of advertising messages. He said that research which provides "essential facts" has only scratched the surface.

1956 ARB Coverage Study Plotted for 225 Tv Markets

STUDY of coverage and viewing habits in 225 key tv markets has been started by American Research Bureau. To be released Feb. 20, the study will follow the pattern of, but be more extensive than, ARB'S 1955 project which covered 140 medium to small markets.

Leading advertisers and agencies as well as major networks were consulted in selection of markets. Sixty-three of the 1955 markets are being re-surveyed in the light of changed facilities or other factors. Included will be many medium to small markets never before researched, according to ARB.

Systematic directory sampling provides the basis for interviews, with 500 or more separate telephone interviews in each of the 225 markets, or more than 113,000 completed contracts. Reports will include per cent of homes having tv (including uhf saturation); stations covering area, with percent of tv homes able to receive, and frequency of viewing; stations viewed most (with first and second preference) for daytime and evening.

James Seiler, ARB director, said, "The expanding study . . . will provide the industry with information on nearly 85% of the television homes in the country, by far the most complete picture it has ever had of coverage and viewing habits."

BIOW SHOWS DOOR TO SCHLITZ ACCOUNT; TERMS ACTION AS 'MATTER OF PRINCIPLE'

Board chairman of Biow-Beirn-Toigo countermands $9 million agreement made several weeks ago by Toigo and brewing firm, points to competitive beer account in shop at time of arrangement. Toigo: 'I have no comment to make.'

BIOW-BEIRN-TOIGO poured the $9 million Schlitz Brewing Co. account back in the bottle last week—without ever tasting it—amid growing but not officially confirmed reports that other major changes impend within the agency.

Milton H. Biow, B-B-T board chairman, announced Friday that he had resigned the Schlitz account "as a matter of principle" by exercising a clause in the contract giving the agency that right. The contract was to have taken effect March 1, when the Schlitz account will leave Lennen & Newell [B•T, Jan. 2].

Mr. Biow said: "The Schlitz account was negotiated and a contract signed by a company officer, but without my knowledge or consent, at a time when this agency already was serving a competitive beer account.

"As a matter of principle and regardless of billing involved. I feel I must take this action. I have therefore exercised that clause in the contract, as delivered to me, giving the agency the right of cancellation. I have so notified Schlitz."

John Toigo, executive vice president, undoubtedly was the "company officer" Mr. Biow had in mind, for it was Mr. Toigo who signed the contract with the Schlitz people for the $9 million advertising budget.

Mr. Biow's reference to the Schlitz contract having been signed "without my knowledge or consent" lent credence to widely circulated reports of a coolness between him and Mr. Toigo which probably will lead to Mr. Toigo's departure from the agency. Mr. Toigo refused to speak to reporters seeking to check his future plans, instead having his secretary relay word that "I have no comment to make."

The competitive beer account Mr. Biow mentioned in his statement is the Jacob Ruppert (Knickerbocker beer) account, which reportedly was notified by the agency to end its contract at the same time the Schlitz account was to move in. Ruppert's advertising budget is approximately $2.5 million. The Ruppert company will hear agency presentations in New York this week from approximately six advertising agencies and is expected to decide on an agency sometime within the next 10 days.

Meanwhile, reports were denied that several other accounts—specifically Procter & Gamble and Hudson Pulp & Paper Co.—would be leaving Biow-Beirn-Toigo.

A spokesman for Procter & Gamble, Cincinnati, told B•T "that Procter & Gamble is not leaving Biow-Beirn-Toigo."

Herb Shayne, advertising and sales promotion manager of Hudson Pulp & Paper Co., told B•T that "the rumors that we have left Biow-Beirn-Toigo are incorrect. We recognize the fact that there are changes going on within the agency but we would like to stay if the caliber of service is maintained at a high level."

GM to Be Tv Sponsor Of 'Richard III' Film

GENERAL MOTORS Corp. will sponsor "Richard III" a new, three-hour British film in color on NBC-TV on March 11 at 2:30-5:30 p.m. EST. Signing was announced jointly Friday by Harlow H. Curtice, GM's president, and Robert W. Sarnoff, NBC's president.

GM's sponsorship clears up two troublesome factors that had held up the signing of an advertiser. The three-hour time block would have been an expensive proposition in Sunday programming because of actual time costs and additional pre-emption charges. Because of these, NBC-TV temporarily shifted the feature's showing from a Sunday to a Saturday afternoon [B•T, Jan. 9].

General Motors will pick up the three hours as a substitute for its *Wide Wide World* program, normally scheduled on that date in the 4-5:30 p.m. EST period. Pre-empted will be only one hour—*Dr. Spock*, sponsored by Beechnut Packing Co., 3-3:30 p.m., and *Zoo Parade*, sponsored by Mutual of Omaha and American Chicle Co., 3:30-4 p.m. The other half-hour currently is sustaining.

The *Wide Wide World* series is regularly sponsored by GM for its following divisions: United Motors, Delco-Remy, Guide Lamp, A. C. Spark Plug and Pontiac.

The NBC-General Motors announcement said that the film will be shown theatrically in U. S. theatres throughout the country on March 12, the day after the telecast. The film stars Laurence Olivier in the title role, and John Gielgud, Ralph Richardson, Cedric Hardwicke, Claire Bloom and Pamela Brown. It was produced by Olivier in association with Alexander Korda and is being shown theatrically in Britain.

Mr. Sarnoff said that the film "is breaking all records in London, was hailed by England's *Manchester Guardian* as a 'superb and bold achievement.' It is something of a cinematographic miracle."

NBC, it was understood, had agreed a few months ago to pay $500,000 for tv rights to the film and reportedly will receive a maximum of $40,000 as its share in theatrical receipts which accrue to the film's producers once the film is released to U. S. movie houses.

It will be the second such venture for NBC-TV, although this one will be on a greater scale. Last November, the network programmed "The Constant Husband," also a British film and a Korda product.

Agency Tells Advertisers 'To Look Again at Radio'

ADVERTISERS were urged last week by a New York advertising agency to "look again" at radio.

In its latest "What's New" bulletin sent to its clients, Hilton & Riggio urged the new evaluation of radio in reporting on a two-week study by the agency of all media.

That survey, according to H&R, found the overall cost of advertising increasing 5% this year and tv's cost alone rising 12%.

Under the heading, "Radio Represents an Opportunity in 1956," the agency said that "during the past several weeks many H&R clients have been planning their 1956 programs and, in conjunction with this, we have been re-evaluating media. The findings are provocative.

"The overall cost of advertising for 1956 will increase 5% with television showing a cost increase of 12%. Radio costs have tumbled and are continuing a downward trend, so if an advertiser is looking for a bargain, radio may well be the answer.

"Comparative costs in terms of Number-of-Homes-Reached-per-Dollar show radio at 575, television 356, magazines 277, newspapers 211. In line with the changed pattern of radio listening from a family to a personal affair, the new pattern of ½ and ¼ sponsors has evolved to sell spot announcements to customers all around the clock. Parallelling the cut in time charges, radio networks have cut talent and production charges to the bone.

"Advertisers aware of cost and coverage may do well to look again at radio."

BLATZ, GE CHANGE MOVES $4 MILLION

TWO ACCOUNTS, totalling nearly $4 million, are shifting agencies: General Electric television sets has named Young & Rubicam, effective June 1, and Blatz Brewing has appointed Kenyon & Eckhardt, effective immediately. Both accounts are spot television users.

General Electric will move its $3 million dollar advertising budget for tv sets from Maxon Inc., to Young & Rubicam, which already serves as GE's agency for major appliances. Maxon, which has been doing the advertising on GE sets for the past 10 years, will continue to handle GE radio sets and the Hotpoint division of General Electric.

Blatz Brewing Co., with a budget of approximately $1 million, had been inherited from William Weintraub Agency by Norman Craig & Kummel when a reorganization took place a year ago. Blatz had been with the Weintraub agency since September 1950.

White, Chase Head M-E Unit

McCANN-ERICKSON, New York, has integrated its public relations and publicity services into Communications Counselors Inc., a newly formed affiliated company, it was announced last week by Marion Harper Jr., president [CLOSED CIRCUIT, Jan. 16].

MR. WHITE MR. CHASE

The company's officers are Frank White, chairman of the board; W. Howard Chase, president; Edward F. Baumer and Murray Martin, vice presidents.

260 Take Nielsen Survey

A. C. NIELSEN CO., Chicago, Thursday announced a total of 260 am and tv stations have subscribed to Coverage Service Survey No. 2 in the first four weeks of its availability. CBS-TV a fortnight ago became the first network to order the forthcoming study [B•T, Jan. 16].

RADIO HELPS STORE SET SALES RECORD

RAB honors Washington department store, whose sales reached $51.2 million after one year of heavy radio use. Baudino credits advertiser with causing other retail outlets to use medium.

SALES of Woodward & Lothrop, major Washington department store using heavy budget of radio time, broke an alltime record in the store's first year of consistent radio advertising, totaling $51.2 million for the 52 weeks ended last Oct. 29. This marked a 6% increase over the previous year.

W&L's heavy use of radio started in September 1954. It has been on radio every day since. Currently the budget is 60% over the original test campaign, including 119 announcements and 215 minutes of program time every week, for a total of 134 commercials.

Radio Advertising Bureau paid tribute to the W&L record last Tuesday at the Washington Ad Club luncheon, presenting a plaque to Jim Hardey, advertising manager, who is celebrating 50 years with the store. Joseph E. Baudino, RAB board chairman and vice president of Westinghouse Broadcasting Co., made the presentation.

THIS is the Radio Advertising Bureau plaque presented to Woodward & Lothrop, Washington department store. L to r: James Hardey, W&L advertising director; Harwood Martin, head of agency bearing his name and handling account; Kenneth Brown, club president, and Joseph E. Baudino, RAB board chairman.

Adoption of radio as a major medium by W&L has induced a number of other large stores to buy heavily, Mr. Baudino told the club. He said, "The important thing is not that Woodie's is responsible for leading some of its competitors into radio, but that the store showed them the correct way to use radio—through Woodie's most efficient technique of saturation spot for peak selling days combined with day-to-day participations and programming constantly beamed to the same audience for the same lines of merchandise.

"Woodward & Lothrop's continuing and successful radio campaign in Washington has proved an inspiration to other major department stores all over the country. In part because of Woodie's experience, scores of stores like Burdine's in Miami and Marshall Field in Chicago have followed the example and entered into radio advertising on a really major scale."

LATEST RATINGS

NIELSEN

Top Television Programs
Two Weeks Ending Dec. 24, 1955
Number of Tv Homes Reached (000)

† Total Audience

Rank		Rating
1.	Ed Sullivan Show (CBS)	17,211
2.	64,000 Dollar Question (CBS)	15,970
3.	I Love Lucy (CBS)	15,634
4.	Disneyland (ABC)	14,863
5.	Ford Star Jubilee (CBS)	14,695
6.	Jack Benny Show (CBS)	12,883
7.	Max Liebman Presents (NBC)	12,816
8.	Producers Showcase (NBC)	12,715
9.	G. E. Theatre (CBS)	12,514
10.	Private Secretary (CBS)	12,380

‡ Average Audience

1.	64,000 Dollar Question (CBS)	14,796
2.	I Love Lucy (CBS)	14,695
3.	Ed Sullivan Show (CBS)	14,628
4.	Disneyland (ABC)	12,380
5.	Jack Benny Show (CBS)	11,977
6.	Private Secretary (CBS)	11,508
7.	G. E. Theatre (CBS)	11,474
8.	December Bride (CBS)	11,206
9.	I've Got a Secret (CBS)	11,105
10.	You Bet Your Life (NBC)	10,904

Percent of Tv Homes Reached*

† Total Audience

1.	Ed Sullivan Show (CBS)	54.1
2.	64,000 Dollar Question (CBS)	49.8
3.	I Love Lucy (CBS)	48.2
4.	Ford Star Jubilee (CBS)	46.6
5.	Disneyland (ABC)	45.8
6.	Jack Benny Show (CBS)	40.9
7.	Max Liebman Presents (NBC)	40.0
	Producers Showcase (NBC)	40.0
9.	G. E. Theatre (CBS)	39.3
10.	Private Secretary (CBS)	39.0

‡ Average Audience

1.	64,000 Dollar Question (CBS)	46.1
2.	Ed Sullivan Show (CBS)	45.9
3.	I Love Lucy (CBS)	45.3
4.	Disneyland (ABC)	38.2
5.	Jack Benny Show (CBS)	38.0
6.	Private Secretary (CBS)	36.3
7.	G. E. Theatre (CBS)	36.1
8.	December Bride (CBS)	35.1
9.	I've Got a Secret (CBS)	34.9
10.	The Millionaire (CBS)	34.3

† Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

‡ Homes reached during the average minute of the program.

* Percented ratings are based on tv homes within reach of station facilities used by each program.

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PULSE

Top 20 Regularly Scheduled Once a Week Tv Shows

	Rating Dec.	Nov.
$64,000 Question (CBS)	50.2	51.9
Ed Sullivan (CBS)	42.2	40.0
I Love Lucy (CBS)	39.7	39.1
Groucho Marx (NBC)	35.9	35.1
Climax (CBS)	34.2	
Disneyland (ABC)	32.0	30.3
Perry Como (NBC)	30.9	29.0
George Gobel (NBC)	30.6	
Dragnet (NBC)	29.7	26.8
December Bride (CBS)	29.5	30.4
Burns and Allen (CBS)	29.4	28.0
Honeymooners (CBS)	27.8	30.1
Lux Video Theatre (NBC)	27.4	27.5
Robert Montgomery (NBC)	27.1	28.7
I've Got a Secret (CBS)	27.0	27.3
Godfrey's Talent Scouts (CBS)	26.7	27.2
Red Skelton (CBS)	25.8	
What's My Line (CBS)	25.8	
Our Miss Brooks (CBS)	25.7	26.6
Big Story (NBC)	25.4	26.3
G.E. Theatre (CBS)	25.4	27.1

Top 10 Regulraly Scheduled Multi-Weekly Tv Shows

	Rating Dec.	Nov.
Mickey Mouse Club (ABC)	18.9	16.2
Search for Tomorrow (CBS)	11.1	10.3
Guiding Light (CBS)	10.8	11.1
Love of Life (CBS)	10.7	10.9
Howdy Doody (NBC)	10.2	9.9
Big Payoff (CBS)	10.1	9.6
Art Linkletter (CBS)	9.9	9.4
News Caravan (NBC)	9.9	9.7
Arthur Godfrey (CBS)	9.7	9.4
CBS-TV News (CBS)	9.5	9.7

TRENDEX

Top 10 Programs for Evening Network Television
Week of Jan. 1-7

1.	$64,000 Question (CBS)	42.4
2.	The Red Skelton Show (CBS)	32.3
3.	I Love Lucy (CBS)	30.8
4.	Your Hit Parade (NBC)	30.6
5.	Disneyland (ABC)	30.1
6.	Do You Trust Your Wife (CBS)	29.3
	Dragnet (NBC)	29.3
8.	Ed Sullivan Show (CBS)	28.3
9.	Person to Person (CBS)	28.2
10.	Perry Como (NBC)	27.5
Special Event		
	The Rose Bowl Game, Monday, Jan. 2 (NBC)	31.0

Kreer Adv. Changes Name, Adds Manchester, Williams

FORMATION of a new Chicago advertising agency, Manchester-Williams-Kreer Inc., with initial billings of over $1 million, was announced in that city last week.

Officers of the agency, which represents a merger with the existing Kreer Adv., are Donald S. Manchester, president; Frederick S. Williams, vice president-secretary, and Henry B. Kreer, vice president-treasurer. All formerly were associated with Campbell-Mithun Inc. Agency will have its headquarters at 664 N. Michigan.

Mr. Manchester was vice president at Weiss & Geller, vice president and Chicago manager of C-M and previously senior vice president with Dancer-Fitzgerald-Sample, supervising Campbell Soup, General Mills and Procter & Gamble accounts. Mr. Williams was account supervisor at Campbell-Mithun and earlier with Tatham-Laird, Young & Rubicam and BBDO. Mr. Kreer, before opening Kreer Adv. last August, also was account supervisor at Campbell-Mithun's Chicago office, of which his brother, Bowman Kreer, is co-manager.

Sherman Made Colgate V. P.

STUART SHERMAN, director of advertising, Colgate-Palmolive Co., Jersey City, N. J., last week was elected vice president in charge of advertising [B•T, Dec. 26, 1955].

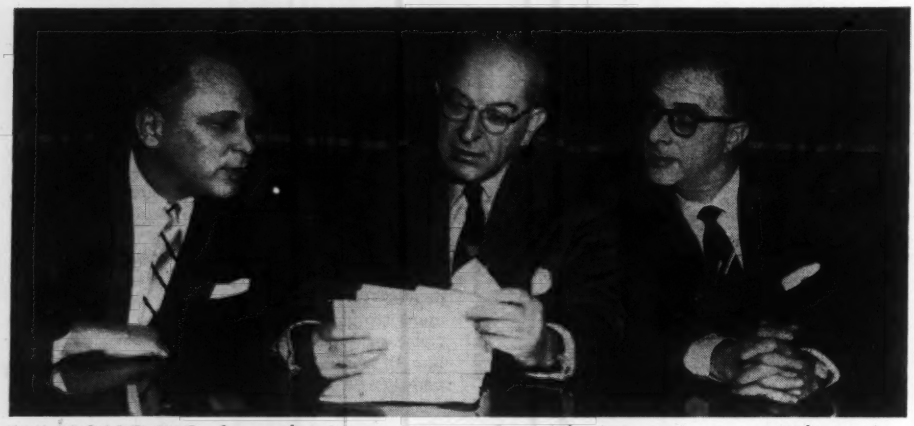
Mr. Sherman has been a director and a member of the company's executive committee since 1948. Previously he was a vice president and member of the executive committee of Lord & Thomas and president and founder of Sherman & Marquette.

Donaldson Gets Agency Post

EDGAR J. DONALDSON has been appointed radio and television director for Ketchum, MacLeod & Grove Inc., the Pittsburgh and New York agency announced last week.

MR. DONALDSON

Mr. Donaldson joined KM&G in 1952 as associate director, coming from WSYR-TV Syracuse, N. Y., where he was production supervisor. He began his broadcasting career in 1945 with WSLB Ogdensburg, N. Y., while completing his studies in the radio workshop at St. Lawrence U.



IN A BROADENING of top administrative posts at Grey Adv. Agency, Lawrence Valenstein (c) becomes chairman of the board and of the executive committee; Arthur C. Fatt (r), president, and Herbert D. Strauss, executive vice president.

VALENSTEIN, FATT, STRAUSS MOVED UP AS GREY ADV. BOLSTERS TOP ECHELON

New blueprint designed to strengthen top administrative offices. Valenstein sees possible expansion of Grey billings to $60 million by 1960.

LAWRENCE VALENSTEIN, president and founder of Grey Adv., New York, becomes the first chairman of the board of directors and of the executive committee of the agency, while Arthur Fatt, executive vice president, becomes president and Herbert D. Strauss succeeds Mr. Fatt as executive vice president, Mr. Valenstein is announcing today (Monday).

He said in a letter that "at the present time Grey agency's billing picture exceeds $30 million. If, by 1960, the gross national product reaches the anticipated $450 billion, Grey may expect to bill $60 million, if it continues to get the same share of the advertising dollars invested."

He then explained that Grey's top management team had held a four-day conference away from New York to work out a blueprint for the future. "One of our first major steps to implement this blueprint is a broadening of top administrative officers so that we may have the required administrative leadership . . . In keeping with this plan I shall become chairman of the board and of the executive committee. My colleague, Arthur Fatt, who joined Grey 34 years ago and, like me, has had no other job, becomes president. And Herbert D. Strauss, a comparative newcomer (17 years with Grey) will be executive vice president, a post held by Mr. Fatt," the letter stated.

It went on to say that "Grey's executive committee will be composed of: Lawrence Valenstein, Herbert D. Strauss, Alfred L. Hollender [vice president, director of radio and television], Arthur C. Fatt, and Edmond R. Richer [vice president and account supervisor].

"Norman J. J. Berger [assistant to the president] has been elected secretary of Grey and Ralph Froelitch [director of production] a vice president.

"Grey has further strengthened its board of directors with the addition of B. I. Brownold [vice president and account supervisor], Herbert D. Strauss, Alfred Hollender, Edmond R. Richer, Jules Singer [vice president and account supervisor], Arkady Leokum [vice president and copy chief], Florence Goldin [vice president and fashion director], and Samuel Dalsimer [vice president and account supervisor]."

Mr. Valenstein pointed out that the agency's aim was "two-fold: (1) to strengthen our present administrative team, and, (2) to provide the opportunity for the increased leadership we shall need for the future."

He also mentioned that "in 1917, I started Grey with $100. Now, 38 years later, our agency, billing more than $30 million, is carrying out a blueprint for even greater growth."

Mr. Valenstein officially disclosed the new executive lineup, for announcement today, at a news luncheon held at the agency on Friday.

Lieb, Kenyon & Eckhardt V. P.

JOSEPH C. LIEB, account supervisor, Kenyon & Eckhardt, New York, has been elected a vice president of the agency, it was announced last week. Mr. Lieb joined K&E last month after having been account supervisor, at Biow-Beirn-Toigo; foreign correspondent on *Parade* magazine; and account executive for Cecil & Presbry, Geyer, Newell & Ganger, and BBDO, New York and Chicago.

MR. LIEB

'Kangaroo' For Curads

BAUER & BLACK (Curads), through Leo Burnett, Chicago, has purchased a five-minute segment weekly of *Captain Kangaroo* (CBS-TV, Mon.-Fri., 8-9 a.m. EST and Sat., 9:30-10:30 a.m. EST), effective early in March. Curads is the third recent sponsor of the show with Whitehall Pharmacal for Kolynos toothpaste and Nestle Chocolate for its products and cookie mixes having been announced earlier [AT DEADLINE, Jan. 9].

Wechslar to Gumbinner

ROBERT WECHSLAR, formerly with Benton & Bowles and Anderson & Cairns, both New York, has been appointed promotion director of Lawrence C. Gumbinner Adv., New York. Also announced Friday was the election of Hershel Bramson, art director, to vice president, and Charlotte Dressner, assistant treasurer, to corporate secretary of Gumbinner.

GM to Air 'Motorama' Exhibit

THE General Motors Corp., which sponsors for Frigidaire *Do You Trust Your Wife?* on CBS-TV (Tues., 10:30-11 p.m. EST) will use that time period tomorrow night to telecast a special, 30-minute show direct from GM's "Motorama" exhibit at the Waldorf-Astoria Hotel in New York. The program will star John Daly, Arlene Francis, Dave Garroway, Mary Margaret McBride, Jayne Meadows and Bess Myerson. The telecast will be supervised by Richard De Rochemont, and the agency handling the program for the fourth consecutive year is the Kudner Agency, New York.

Sara Lee Sets Spot Campaign

KITCHENS of Sara Lee Inc. will invade the New York market area with a heavy radio-tv spot saturation campaign starting Jan. 31 on behalf of its Sara Lee chocolate cake, it was announced last week.

The three-week drive marks the company's move into the area's frozen foods field for that product and will include some 500 radio and tv announcements, as well as full-page newspaper ads and mailing pieces. It will be conducted in New York, its suburbs and northern New Jersey. Agency is Cunningham & Walsh, Chicago.

Tv Campaign by Ideal Toy

IDEAL TOY Corp., N. Y., is planning full scale advertising and publicity campaign using television, with emphasis placed on buying toys all year. The campaign intends to reach adult audiences as well as children. Last year the toy company participated on such network shows as *Winky Dink, Romper Room,* and also used tv spots. Grey Adv., New York, is agency.

Lever Plans Wisk Spots

LEVER BROTHERS, New York, will introduce its new heavy-duty liquid laundry detergent, Wisk, in four midwest markets—St. Louis, Grand Rapids, Indianapolis and Cleveland—early in February. Radio and tv spots will be used for this introductory campaign and will be expanded each month until national distribution is attained. Agency: BBDO, New York.

New Ross Report Out

ROSS Reports on Television, New York, said last week it has issued its eighth annual survey of tv film commercial production. The new report is titled "1955 Survey—Tv Film Commercials."

The 60-page volume covers the period Aug. 1, 1954-July 31, 1955, and contains information on 5,650 commercials, listing sponsor, product, length, type and producer of each. It also cross-indexes commercials made for 834 products of 554 sponsors by 180 advertising agencies through 170 production firms. Copies are available at $5 each from the company at 551 Fifth Ave., New York 17.

ONLY ON

WBT Radio

COLOSSUS OF THE CAROLINAS

guaranteed display in area supermarkets

For your grocery product, you can plus the power of WBT Radio with guaranteed displays in all supermarkets of three leading food chains throughout the WBT 57-county basic service area.

WBT's 50,000 Watts and 47% Share-of-Audience (Pulse, 1955), tied in with store-by-store display in 172 supermarkets, add up to a selling potential to be found "Only On WBT Radio."

The plan is simple—the tab is reasonable; get details of what WBT Supermarketing offers your grocery product by contacting WBT or CBS Radio Spot Sales.

JEFFERSON STANDARD BROADCASTING COMPANY
CHARLOTTE, N. C.

NIELSEN
PULSE
HOOPER
} *Take your choice*

We don't care which rating service you prefer. Because W-I-T-H's big audience always puts us up with the leaders—night and day!

At W-I-T-H's low, low rates, this big audience means listeners for you at the lowest cost-per-thousand in town! Get your Forjoe man to tell you the whole W-I-T-H story!

In Baltimore buy { **W-I-T-H**
W-I-T-H
W-I-T-H

Tom Tinsley, President **R. C. Embry, Vice President**

COLOR CASTING

Advance Schedule Of Network Color Shows
(All times EST)

CBS-TV

Jan. 24 (9:30-10 p.m.) *Red Skelton Show,* **S. C. Johnson & Son through Needham, Louis & Brorby, and Pet Milk Co. through Gardner Adv. on alternate weeks (also Jan. 31).**

Jan. 28 (7-7:30 p.m.) *Gene Autry Show,* **William Wrigley Jr. Co. through** Ruthrauff & Ryan (also Feb. 4, 11, 18, 25).

Feb. 6 (10-11 p.m.) *Studio One,* Westinghouse Electric Co. through McCann-Erickson.

NBC-TV

Jan. 23-27 (5:30-6 p.m.) *Howdy Doody* participating sponsors (also Jan. 30-Feb. 3, Feb. 6-10, 13-17).

Jan. 23-26 (3-4 p.m.) *Matinee,* participating sponsors (also Jan. 30, Feb. 2-3, 6-10, 13-17).

Jan. 23 (7:30-7:45 p.m.) *Tony Martin,* Webster-Chicago Corp. through J. W. Shaw and Associated Products Inc. through Grey on alternate week basis.

Jan. 24 (7:30-7:45 p.m.) *Dinah Shore,* Chevrolet Div. of General Motors through Campbell-Ewald.

Jan. 25 (7:30-7:45p.m.) *Coke Time Starring Eddie Fisher,* Coca-Cola through McCann-Erickson.

Jan. 29 (3:30-4 p.m.) *Zoo Parade,* Mutual of Omaha, through Bozell & Jacobs (also Feb. 12).

Jan. 29 (7:30-9 p.m.) *Sunday Spectacular,* "Inside Beverly Hills," participating sponsors.

Jan. 30 (7:30-9:30 p.m.) *Producers' Showcase,* "Festival of Music." Ford Motor Co., through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey.

Jan. 31 (8-9 p.m.) *Milton Berle Show,* Sunbeam Corp. through Perrin-Paus, and RCA and Whirlpool Corp. through Kenyon & Eckhardt.

Feb. 3 (8-8:30 p.m.) *Truth or Consequences,* P. Lovill through Lennen & Newell.

Feb. 4 (9:30-10 p.m.) *Texaco Star Theatre,* Texaco Co. through Kudner.

Feb. 5 (4-5:30 p.m.) *Hallmark Hall of Fame,* "The Good Fairy," Hallmark Cards through Foote, Cone & Belding.

Feb. 6 (9:30-10:30 p.m.) *Robert Montgomery Presents,* Schick through Kenyon & Eckhardt and S. C. Johnson & Son through Needham, Louis & Brorby on alternate weeks.

Feb. 10 (9:30-10 p.m.) *Star Stage,* Campbell Soup Co. through BBDO and Ponds through J. Walter Thompson on alternate weeks.

Feb. 14 (9:30-10:30p.m.) *Playwrights '56,* Pontiac Div. of General Motors through MacManus, John & Adams.

[Note: This schedule will be corrected to press time of each issue of B•T]

A&A PEOPLE

Karl F. Vollmer, with Young & Rubicam, N. Y., since 1938, made vice president and copy director in agency's Chicago office. He replaces **William L. Rindfuss,** returned to N. Y. office as associate copy director.

MR. VOLLMER

Donald W. Jackson, vice president, James Thomas Chirurg Co., N. Y., appointed general manager. He was vice president of Doyle, Kitchen & McCormick, N. Y., before joining Chirurg three years ago.

Charles R. Eatough, formerly sales manager, KMBC-TV Kansas City, to Selders-Jones-Covington Inc., Kansas City agency, as vice president and account executive.

James Charles Molica to L. A. office of Erwin, Wasey & Co. Ltd., N. Y., as account executive for Carnation Co., frozen foods division.

Thomas S. Jennings appointed media director, Roy S. Durstine, N. Y., effective immediately. He has been in agency's media department since 1952.

MR. JENNINGS

William R. Hesse, vice president and account supervisor since 1947 with BBDO, N. Y., to Benton & Bowles, N. Y., as vice president and account supervisor.

James A. Dernocouer, formerly advertising and sales promotion manager, Kelvinator Div. of American Motors Corp., Detroit, appointed advertising manager of Norge-Chicago Corp. (sales division of Norge Div., Borg-Warner Corp. Chicago).

Robert Cole, director of advertising, Olin Mathieson Chemical Corp., to Kenyon & Eckhardt, N. Y., as vice president and supervisor. He was formerly vice president in charge of N. Y. office of Grant Adv., Chicago.

MR. COLE

Hathaway Kemper, account executive, John W. Shaw Adv. Inc., Chicago, appointed radio-tv director, succeeding **Howard B. Ketting** who left company.

Harry J. Wendland, Edwards S. Kellogg Co., L. A., to Anderson-McConnell Adv. Agency, L. A., as account executive.

H. George Kaufman, director of special events, David D. Doniger Co., N. Y., manufacturer of McGregor Sportswear, to Emil Mogul Co., N. Y., as executive on account service group for Adam Hat Mfrs. Inc. and Barney's Clothes Inc.

Breckenridge Jones, in an executive capacity with Colgate-Palmolive Co., Jersey City, and **Malcolm Reybold,** president, Malcolm Reybold Inc., to merchandising department, McCann-Erickson, N. Y. Mr. Jones joins as a consultant in food and drug field, Mr. Reybold as a merchandising executive.

Donald W. Jackson, vice president, James T. Chirurg Co., N. Y., also appointed general manager in charge of New York operations.

Francis S. Smalley, assistant advertising manager, Jos. Schlitz Brewing Co., Milwaukee, assuming duties of advertising director Edwin B. Self, retired, pending announcement of successor.

Frank Brady, vice president in charge of marketing, Harry B. Cohen, N. Y., appointed vice president in charge of account management for agency. **Dean Sheffer,** administrative assistant to Mr. Brady, moves to account service division in his present capacity.

MR. BRADY

Edgar A. Jones, formerly editor and publisher of *Highway Traveler* magazine, appointed advertising and public relations director of Greyhound Corp., Chicago.

Stuart L. Devonald, Roy S. Durstine Inc., L. A., to creative staff of BBDO's L. A. office.

William E. Smith, formerly associate editor, *Fortnight* magazine, to public relations department of Stromberger, LaVene, McKenzie Adv., L. A.

Malcolm B. Decker, Young & Rubicam, N. Y., to Walt Disney Productions, N. Y., as liaison with tv sponsors on advertising and sales promotion material which relate to Disney themes and characters.

John J. Calnan, copy chief, Byer & Bowman, Columbus, Ohio, to Mumm, Mullay and Nichols, N. Y., as copywriter.

Jim Brent, publicity director, Byron H. Brown & Staff, L. A., and formerly operator of his own agency in Glendale, Calif., to V. James De Santis Co., Glendale agency, as account supervisor. **Jan Root,** air brush artist from Amsterdam, Holland, to De Santis art staff.

Kathy Hale, promotion department, WKY-TV Oklahoma City, to Srago Adv. Agency, Oklahoma City, as director of radio-television.

Norman W. Vickery, former partner in Booth, Vickery & Schwinn Agency, Baltimore, to Ogden Adv., Towson, Md., as art director and chief of promotion.

Lon W. Ramsey Jr. appointed to account management staff of George H. Hartman Co., Chicago agency.

Richard T. Ney, advertising manager, Waring Products Corp., returns to N. W. Ayer, N. Y., as service representative. He was with Ayer 1937-40.

Harry Bressler, formerly with McCann-Erickson, N. Y., appointed radio-tv copy chief, Doherty, Clifford, Steers & Shenfield, N. Y.

Sanford H. Margalith, Al Paul Lefton Co. Inc., Phila., to creative staff of Zimmer, Keller & Calvert Inc., Detroit.

Verne F. Kelly, on duty with Navy past two years, returning to Ruthrauff & Ryan's television department in Chicago.

Joseph Goodyear, public relations director, Gaynor Coleman Prentis & Varley, N. Y., to press department, Ted Bates, N. Y.

James R. DeFoe, tv copywriter, BBDO, Cleveland, Ohio, to Geyer Adv., N. Y., in same capacity.

Stephen J. deBaun freelance writer for past seven years, to copy staff, radio-tv department, N. W. Ayer, N. Y. He formerly was publicity and promotion director for RCA at NBC's press department.

Norman C. Kal, president, Kal, Ehrlich and Merrick Inc., Washington, D. C., elected president, Amity Club of Washington.

Robert R. Burton, vice president, Needham, Louis & Brorby Inc., Chicago, appointed advertising group chairman in business division of 1956 Chicago Heart Assn. fund drive.

Daniel Field Norton, 61, chairman of board, Nestle Co., White Plains, N. Y., died Jan. 14 at Glockner-Penrose Hospital, Colorado Springs, Colo.

NEW BUSINESS

Carling Brewing Co. (Carling's Black Label beer) Cleveland, Ohio, sponsoring eight Boston Celtics professional basketball games originated at Boston Garden by WBZ-TV Boston, and carried on WMTW (TV) Poland Spring, Me.; WABI-TV Bangor, Me., and WCAX-TV Burlington, Vt., lasting through March 11. Harold Cabot Inc., Boston, is Carling's agency for New England area.

NETWORK RENEWALS

Emerson Drug Co. (Bromo-Seltzer), Baltimore, and **Olin Mathieson Chemical Corp.** (Lentheric products), New York, have renewed sponsorship of ABC-TV's *Chance of a Lifetime* (Sun., 9-9:30 p.m. EST). Agencies for Emerson and Olin Mathieson are Lennen & Newell Inc. and Grant Adv. Inc., respectively, both N. Y.

CBS Radio renewals include Chevrolet Div., General Motors Corp., of 12 CBS newscasts weekly, through Campbell-Ewald Co., Detroit; Lever Bros. (Lux Liquid and toilet soap and Pepsodent), of 11-11:15 a.m. EST segment of *Arthur Godfrey Time* (Mon., Wed., and alternate Fri.), via J. Walter Thompson Co., N. Y., and William Wrigley Co. (chewing gum), of *Gene Autry Show* for 52 weeks through Ruthrauf & Ryan Inc., Chicago.

AGENCY APPOINTMENTS

Underwood Corp., N. Y., names William Esty Co., N. Y., for Underwood electric and standard typewriters and Underwood Sundstrand adding machines. Brooke, Smith, French & Dorrance, N. Y., handles advertising for company's other product divisions.

Dawson's Brewery Inc., New Bedford, Mass., names Ingalls-Miniter Co.

Whittemore Bros. Corp. (shoe polish), Fayette, Ala., appoints S. A. Levyne Co., Baltimore.

Linco Products Distributing Co. (bleaches, washing powders), Chicago, appoints Henri, Hurst & McDonald Inc., same city.

Rhodes Pharmacal Co., Cleveland, names Schwimmer & Scott Inc., Chicago, for Zestin vitamins.

C&C APPOINTMENTS ANNOUNCED BY FOX

Irwin H. Ezzes named vice president and general sales manager. Other executives chosen as prelude to sale of RKO Radio Pictures backlog of films to television.

AS A PRELUDE to the sale to television of the RKO Radio Pictures backlog of 740 feature films and more than 1,000 short subjects, Matthew Fox, president of C&C Television Corp., New York, last Friday announced a series of appointments to his staff.

At the same time, he disclosed the company's sales strategy, which will center around the holding of private sales conferences with prospective buyers in Atlantic City at Mr. Fox's expense.

The key appointment to Mr. Fox's staff is that of Irwin H. Ezzes as vice president and general sales manager, effective today (Monday). Mr. Ezzes most recently was vice president in charge of sales with Guild Films Co., New York, and for almost 10 years previously had been associated with Mr. Fox in various tv film enterprises. Before joining Guild in February 1955, Mr. Ezzes was vice president in charge of sales for Motion Pictures for Television, of which Mr. Fox was board chairman.

Other executives named by Mr. Fox were Richard B. Marros, formerly a producer with Screen Gems and Film Classics, both New York, as administrative director, and Ted Rosenberg, Noah Jacobs and Arthur (Skip) Stelloff as assistants to Mr. Ezzes. Mr. Rosenberg has been associated with Television Programs of America and Ziv Television Programs; Mr. Jacobs with Unity Television Corp. and Ziv Tv, and Mr. Stelloff, with Ziv Tv. Gene Cogan, previously in publicity and promotion work in the motion picture field, has been appointed publicity-promotion-advertising director of C&C Television.

Mr. Fox's plan for selling the library is said to be an unprecedented one. He has sent telegrams to 250 tv station owners and managers, inviting them to an all-expenses-paid visit to Atlantic City, where features will be screened and any questions about the films answered. The first group of station executives were to meet with Mr. Fox and other members of his staff last Friday. The private sales conferences may last through March, or until all interested stations have had an opportunity to view the films, if so desired, and discuss all details with C&C Television.

It is understood that upcoming contracts with stations will cover all feature films in the package, although some will not be available until early 1958, and also will specify part payment in cash and part in free time, which Mr. Fox subsequently can make available to a national advertiser.

CBS-TV Stations Buy Films From Hollywood Television

PURCHASE of the "Silver Group" package of 24 feature films from Hollywood Television Service, New York, for three of the four CBS-owned television stations was announcd last week by Craig Lawrence, director of CBS-owned station administration. The transaction was said to represent the first cooperative film buy for CBS-owned tv stations.

The features were bought for showing on WXIX (TV) Milwaukee and KNXT-TV Los

AMONG the first to sign for Ziv's new series, *The Man Called X*, Sipes Stores and Fuller-White Chevrolet, both Tulsa, take co-sponsorship on KVOO-TV there beginning today (Monday). Present for the contract signing are (l to r): seated, Wendell Shaver, Sipes superintendent, and Werner Wagner, Fuller-White executive vice president; standing, Bob Hoth, John Devine, and James S. Dugan, all KVOO-TV, and Morman Roszel, general manager, Wilson Advertising Agency.

THE 10 TOP FILMS IN 10 MAJOR MARKETS

AS RATED BY ARB IN DECEMBER

FROM the monthly audience surveys of American Research Bureau, B•T each month lists the 10 top rated syndicated film programs in 10 major markets, selected to represent all parts of the country with various degrees of competition. Despite all precautions, occasional errors will occur in these tables, due to use of the same program name for both a syndicated and a network series and the practice of some stations of substituting local titles (such as [advertiser] Theatre) for real program names.

NEW YORK — SEVEN-STATION MARKET

1.	Highway Patrol (Ziv)	Mon.	7:00	WRCA-TV	17.1
2.	Guy Lombardo (MCA-TV)	Thurs.	7:00	WRCA-TV	15.2
3.	D. Fairbanks Presents (ABC Film)	Wed.	10:30	WRCA-TV	14.8
4.	Great Gildersleeve (NBC Film)	Tues.	7:00	WRCA-TV	13.0
5.	Science Fiction Theatre (Ziv)	Fri.	7:00	WRCA-TV	12.6
6.	Looney Tunes (Guild)	M.-F.	6:30	WABD	11.9
7.	Death Valley Days (McC.-Erick'n.)	Wed.	7:00	WRCA-TV	11.7
	The Goldbergs (Guild)	Thurs.	7:30	WABD	11.7
9.	Superman (Flamingo)	Mon.	6:00	WRCA-TV	11.2
10.	Waterfront (MCA-TV)	Tues.	7:30	WABD	10.1

LOS ANGELES — SEVEN-STATION MARKET

1.	Waterfront (MCA-TV)	Tues.	7:30	KTTV	20.7
2.	Life of Riley (NBC Film)	Mon.	8:30	KTTV	19.0
3.	Badge 714 (NBC Film)	Sat.	7:30	KTTV	18.9
4.	Amos 'n' Andy (CBS Film)	Sun.	5:30	KNXT	18.8
5.	Death Valley Days (McC.-Erick'n.)	Sat.	7:00	KRCA	18.7
6.	Highway Patrol (Ziv)	Mon.	9:00	KTTV	17.7
	Confidential File (Guild)	Sun.	9:30	KTTV	17.7
8.	I Led Three Lives (Ziv)	Sat.	8:30	KTTV	17.3
9.	My Little Margie (Official)	Mon.	7:30	KTTV	16.4
10.	Science Fiction Theatre (Ziv)	Tues.	8:00	KTTV	15.5

MINNEAPOLIS-ST. PAUL — FOUR-STATION MARKET

1.	Badge 714 (NBC Film)	Mon.	9:30	KSTP-TV	22.5
2.	Cisco Kid (Ziv)	Sat.	4:30	WCCO-TV	18.1
3.	I Led Three Lives (Ziv)	Tues.	9:30	KSTP-TV	17.3
4.	Racket Squad (ABC Film)	Mon.	10:30	KSTP-TV	16.1
5.	Annie Oakley (CBS Film)	Sat.	4:00	WCCO-TV	15.4
6.	Hopalong Cassidy (NBC Film)	Sat.	6:00	WCCO-TV	15.2
7.	Science Fiction Theatre (Ziv)	Mon.	10:00	WCCO-TV	14.8
8.	Follow That Man (MCA-TV)	Fri.	10:30	KSTP-TV	13.7
9.	Studio 57 (MCA-TV)	Wed.	9:30	KSTP-TV	13.2
10.	Abbott & Costello (MCA-TV)	Sat.	11:00	WCCO-TV	13.0
	Wild Bill Hickok (Flamingo)	Sat.	5:30	WCCO-TV	13.0

SEATTLE-TACOMA — FOUR-STATION MARKET

1.	Life of Riley (NBC Film)	Thurs.	7:30	KING-TV	29.8
2.	Badge 714 (NBC Film)	Fri.	9:30	KING-TV	29.2
3.	Superman (Flamingo)	Tues.	6:00	KING-TV	29.0
4.	Wild Bill Hickok (Flamingo)	Thurs.	6:00	KING-TV	28.9
5.	Waterfront (MCA-TV)	Fri.	8:30	KOMO-TV	28.0
6.	Highway Patrol (Ziv)	Thurs.	7:00	KOMO-TV	24.7
7.	Annie Oakley (CBS Film)	Fri.	6:00	KING-TV	24.6
8.	Soldiers of Fortune (MCA-TV)	Mon.	6:00	KING-TV	23.8
9.	Western Marshal (NBC Film)	Wed.	6:00	KING-TV	21.9
10.	Cisco Kid (Ziv)	Sun.	6:00	KOMO-TV	20.7

CHICAGO — FOUR-STATION MARKET

1.	Secret Journal (MCA-TV)	Sat.	10:00	WNBQ	21.3
2.	Science Fiction Theatre (Ziv)	Sat.	10:30	WNBQ	20.2
3.	Cisco Kid (Ziv)	Sun.	5:00	WBKB	16.6
4.	Highway Patrol (Ziv)	Thurs.	9:00	WBKB	14.7
5.	Superman (Flamingo)	Sat.	5:00	WBKB	14.4
6.	Studio 57 (MCA-TV)	Tues.	10:00	WBKB	12.3
7.	Liberace (Guild)	Wed.	9:30	WGN-TV	12.2
8.	Champ. Bowling (Schwimmer)	Tues.	10:30	WNBQ	12.1
9.	Confidential File (Guild)	Wed.	10:00	WBKB	11.7
	Badge 714 (NBC Film)	Tues.	8:00	WGN-TV	11.7

WASHINGTON — FOUR-STATION MARKET

1.	Wild Bill Hickok (Flamingo)	Thurs.	7:00	WRC-TV	21.8
2.	Superman (Flamingo)	Tues.	7:00	WRC-TV	20.6
3.	Ramar of the Jungle (TPA)	Wed.	7:00	WTOP-TV	20.2
4.	Amos 'n' Andy (CBS Film)	Tues.	7:30	WTOP-TV	19.8
5.	Waterfront (MCA-TV)	Tues.	10:30	WTOP-TV	18.3
6.	Science Fiction Theatre (Ziv)	Sun.	6:00	WMAL-TV	16.9
7.	Annie Oakley (CBS Film)	Fri.	7:00	WTOP-TV	16.6
8.	Little Rascals (Interstate)	Wed.	7:00	WRC-TV	15.9
	Badge 714 (NBC Film)	Fri.	7:00	WRC-TV	15.9
10.	Death Valley Days (McC.-Erick'n.)	Mon.	7:00	WRC-TV	14.2

ATLANTA — THREE-STATION MARKET

1.	Amos 'n' Andy (CBS Film)	Sun.	7:00	WAGA-TV	28.6
2.	Superman (Flamingo)	Wed.	7:00	WSB-TV	28.1
3.	City Detective (MCA-TV)	Sat.	11:00	WSB-TV	27.7
4.	Annie Oakley (CBS Film)	Mon.	6:00	WLWA	24.6
5.	Kit Carson (MCA-TV)	Tues.	6:00	WLWA	22.9
6.	Wild Bill Hickok (Flamingo)	Thurs.	6:00	WLWA	21.0
	Waterfront (MCA-TV)	Fri.	7:00	WAGA-TV	21.0
8.	Western Marshal (NBC Film)	Sun.	6:00	WLWA	20.5
9.	Science Fiction Theatre (Ziv)	Tues.	7:00	WAGA-TV	20.1
10.	Mr. District Attorney (Ziv)	Tues.	10:30	WAGA-TV	19.9

CLEVELAND — THREE-STATION MARKET

1.	Annie Oakley (CBS Film)	Sat.	6:30	WXEL	29.6
2.	Range Rider (CBS Film)	Sun.	7:00	WEWS	28.2
3.	Soldiers of Fortune (MCA-TV)	Thurs.	7:00	WNBK	21.8
4.	Passport to Danger (ABC Film)	Tues.	10:30	WXEL	21.3
5.	Superman (Flamingo)	Thurs.	6:00	WEWS	19.9
6.	Follow That Man (MCA-TV)	Fri.	10:30	WEWS	19.2
7.	Amos 'n' Andy (CBS Film)	Fri.	7:00	WNBK	18.8
8.	Badge 714 (NBC Film)	Fri.	7:00	WXEL	18.5
9.	Little Rascals (Interstate)	M.-F.	4:30	WEWS	17.9
10.	Ramar of the Jungle (TPA)	M.-F.	6:00	WNBK	17.5

BOSTON — TWO-STATION MARKET

1.	Mr. District Attorney (Ziv)	Tues.	10:30	WNAC-TV	31.5
2.	Superman (Flamingo)	Fri.	6:30	WNAC-TV	27.4
3.	I Led Three Lives (Ziv)	Mon.	7:00	WNAC-TV	25.2
4.	Range Rider (CBS Film)	Sun.	7:00	WBZ-TV	24.4
5.	Waterfront (MCA-TV)	Sun.	7:00	WNAC-TV	24.2
6.	Death Valley Days (McC.-Erick'n.)	Fri.	10:30	WNAC-TV	20.6
7.	Badge 714 (NBC Film)	Wed.	6:30	WNAC-TV	20.4
8.	Man Behind the Badge (MCA-TV)	Sun.	10:30	WNAC-TV	19.2
9.	Wild Bill Hickok (Flamingo)	Tues.	6:30	WNAC-TV	17.3
10.	Confidential File (Guild)	Mon.	10:30	WBZ-TV	16.7

DAYTON — THREE-STATION MARKET

1.	Highway Patrol (Ziv)	Tues.	9:00	WHIO-TV	34.4
2.	Kit Carson (MCA-TV)	Sun.	6:00	WLWD	23.5
3.	City Detective (MCA-TV)	Tues.	7:30	WHIO-TV	22.5
4.	Man Behind the Badge (MCA-TV)	Fri.	10:30	WHIO-TV	22.1
5.	Wild Bill Hickok (Flamingo)	Thurs.	6:00	WLWD	21.5
6.	Annie Oakley (CBS Film)	Fri.	6:00	WLWD	21.4
7.	Stories of Century (Hollywood)	Sat.	7:00	WHIO-TV	21.3
8.	Hopalong Cassidy (NBC Film)	Sat.	6:00	WHIO-TV	20.0
9.	Gene Autry (CBS Film)	Thurs.	7:00	WHIO-TV	19.9
10.	I Led Three Lives (Ziv)	Fri.	9:30	WLWD	19.2

Angeles, starting in May, and for WCBS-TV New York, beginning in July. The films, produced by Republic Pictures, parent company of Hollywood Television Service, include seven John Wayne pictures. They are: "Fighting Seabees," with Susan Hayward; "Dark Command," with Claire Trevor, as well as "Flying Tigers," "Dakota," "Flame of the Barbary Coast," "War of the Wildcats," and "Angel and the Badman."

Ziv Offers Sample Tv Films For Demonstration in Europe

TO ENCOURAGE the development of commercial television in Europe, Ziv Television Programs, New York, last week announced details of a plan under which a package of sample tv films from Ziv's backlog will be offered free of charge for demonstration screenings and closed-circuit telecasting by European tv interests [CLOSED CIRCUIT, Jan. 16].

Beginning immediately, Ziv Tv will make the film package offer to government bureaus, set manufacturers, advertising agencies, independent broadcasters and tv executives in West Germany, Italy, France, Switzerland, Sweden, Denmark, Belgium and the Netherlands. Ziv films are dubbed in French, German, Italian and Spanish and the company is considering dubbing-in-other languages.

Ed Stern, head of Ziv's International Div., said that in the cases of West Germany, Italy, Sweden and Denmark, where commercial tv is being explored by government authorities, the sample films will be made available with "representative" tv commercials produced by Ziv Tv. He stressed the films will not be offered for on-the-air telecasting.

Ziv Urges Caution in Buying 'Bargain' Film Packages

TELEFILM program series "are getting more expensive" to film and if the sales price is "hammered down," it means a reduction in the quality of production, Frederic W. Ziv, board chairman Ziv Television Programs, declared last week in a statement directed to advertisers and agencies.

He insisted that agencies and advertisers "get what they pay for in syndicated films," and he urged them to "use a more careful yardstick in evaluating 'bargain-priced' syndicated film packages that may turn out to be 'one-season wonders'." He pointed out that advertisers often are "forced to scramble for a replacement show at the end of a season because a producer doesn't have sufficient financing to keep a telefilm series in production for a second or third year."

$800,000 for Ziv Promotion

ZIV TELEVISION PROGRAMS, New York, announced last week a 1956 promotion budget at the record-breaking figure of $800,000, said to represent a 25% increase over the 1955 expenditure. The budget will cover audience promotion, including publicity-promotion kits, posters and point-of-sale material for client tie-ins, as well as trade promotion.

CBS Newsfilm Adds Eight

CBS NEWSFILM reported last week that it has added eight new subscribers. They are: WREC-TV Memphis, WBNS-TV Columbus, WMAL-TV Washington, WKRC-TV Cincinnati and Lee Radio, Mason City, as well as Lode Van Uytven in Brussels, Television Radiojuset in Copenhagen and Nederlandse Talevisie Stichting, Bussum, The Netherlands.

Don't Sell, Says TOA

THEATRE Owners of America last week were on record in opposition to the sale of motion picture features to tv by major producers. Referring specifically to the RKO sale of its library to C & C Super Tv and Columbia Pictures' announcement of the release of 140 features to tv, Myron Blank, TOA president, said that motion picture companies which have "concern for their customers will refrain from selling their product to television during these trying times." Although he conceded that distributors were "within their rights" in selling films to tv, he said he thought this represented "poor economic judgment." TOA reported it had not received any reaction from producers.

Kaufman Reports Guild Films Gross Sales at Record Peak

GROSS Sales at Guild Films Co., New York, for 1955 were "the biggest in its history," Reub Kaufman, president, reported at the annual stockholders meeting in New York on Jan. 15. Though figures were not disclosed, it was said gross sales totaled about $5 million.

Mr. Kaufman said that Guild Films was in a "strong liquid position" to act upon properties which become newly available. He noted that the purchase by the company of the Looney Tune cartoons last spring was "a highly successful financial coup."

Reelected to the board of directors of Guild Films were Mr. Kaufman and Aaron Katz, treasurer and vice president; Jane Kaufman, secretary, and David Van Alstyne, William E. Walker, George J. deMartini and Julian E. Keilus.

Six-Market Sales Chalked Up For 'Susie' and 'Cristo' Films

REGIONAL sales on *Susie* in six markets in California, Oregon and Washington State and on *The Count of Monte Cristo* in six Wisconsin markets are being announced today (Monday), by Micheal M. Sillerman, TPA executive vice president.

Blitz-Weinhard Co. (Blitz beer), Portland, Ore., through MacWilkins, Cole & Weber, Portland, has bought *Susie* in six cities, and the number of markets may be expanded, according to Mr. Sillerman. Thorpe Finance Co., Milwaukee, through Klau-Van Pietersom-Dunlap, Milwaukee, has purchased *Monte Cristo* for all markets in Wisconsin. Mr. Sillerman added that other *Susie* sales were made since Jan. 1 in Oklahoma City, Tulsa, Minneapolis, Albuquerque, Duluth, Little Rock, Springfield, Mass., and Greenville, N. C., and other *Cristo* sales in Mobile, Detroit, Phoenix and Little Rock.

Sarra Names Stehney, Bailey

APPOINTMENTS of Michael Stehney as Chicago production manager and Marvin Bailey as film service manager were announced Thursday by Sarra Inc., film production firm.

Mr. Stehney has been a cameraman and director since 1950. Mr. Bailey has been in charge of the firm's film editing department for the past five years.

ABC FILM SYNDICATION PLANS 1956 EXPANSION

Release of seven new half-hour series—five for national sales and two for syndication—expected in next few weeks. Unit reports nearly 100% increase in 1955 gross billings over 1954 period.

FOUR-POINT expansion program for 1956 was outlined last week at a news conference by George T. Shupert, president of ABC Film Syndication, coincident with an announcement that the unit's gross billings in 1955 were 99.1% above those of 1954.

The four areas of expansion, Mr. Shupert said, include the development of national network business, increased activity in the syndication field, the formation of an international division and the possible addition of a commercial and industrial division.

Within the next six to eight weeks, Mr. Shupert said, the national sales department, headed by Vice President John Burns, will make available to advertisers five new half-hour series, four of which are adventure shows and the fifth a dramatic anthology. They are: *Forest Ranger, Renfrew of the Mounted, The Americano, The Force,* and *Believe It or Not,* the last based on material originally developed by the late Robert Ripley.

New series to be offered by ABC Film Syndication, through its syndication division, are *Code Three* and *The Three Musketeers,* both half-hour properties. Mr. Shupert said in most instances ABC Film Syndication will "cooperate" in the financing of series earmarked for syndication or national sales.

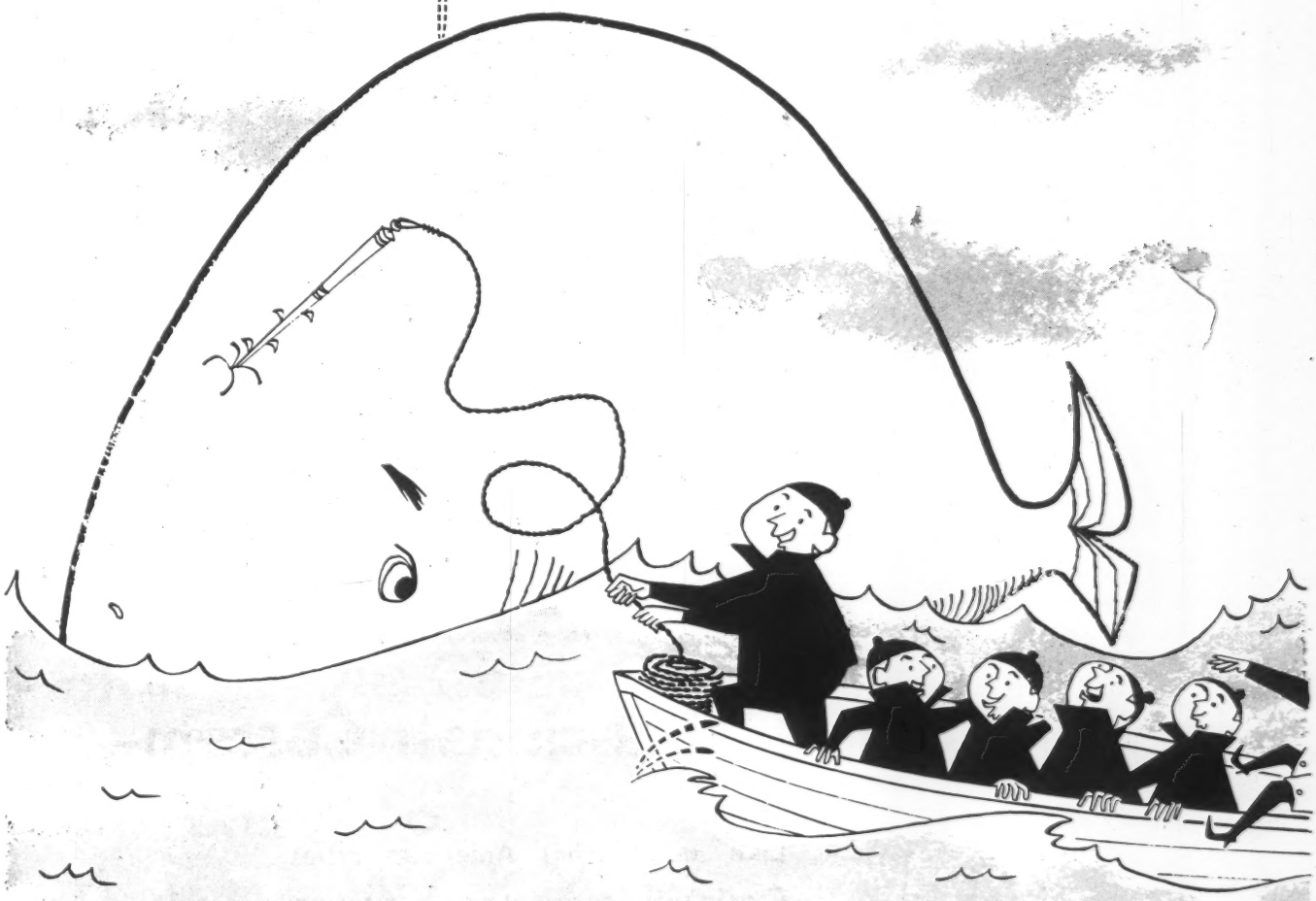
Mr. Shupert said the decision to establish a commercial and industrial division resulted from a realization that advertisers needed "a single source for all film requirements, both in and out of television." Mr. Shupert disclosed that ABC Film Syndication may buy into a well-established production company to obtain necessary facilities.

Plans for an international division are underway, Mr. Shupert continued, with the appointment of an individual as its head expected shortly. He said ABC Film Syndication will continue to conduct research of the foreign market, which began a year ago. He observed that ABC Film Syndication already has been dubbing several of its programs into Spanish and French for sale in Latin America and France, and said this activity would be accelebrated when the new division is formed.

In line with this expanded activity, Don L. Kearney, vice president in charge of sales for ABC Film Syndication, announced that Patric Rastall, formerly of the Chicago office, has been transferred to New York. Mr. Rastall will have a roving assignment, with emphasis on multi-market presentations to national and large regional advertisers. Howard Anderson, who has been manager of the Dallas office, will move to Chicago as manager of the midwest division, and Robert Dalschau, formerly with KENS-TV San Antonio, will replace Mr. Anderson in Dallas.

The first regional sale on the new syndicated property, *Code Three,* based on the files of the Los Angeles County's sheriff's office, was made last week to Liebmann Breweries Inc., Brooklyn, Mr. Shupert revealed. Through Foote, Cone & Belding, Liebmann has bought the series in 12 eastern markets, starting in the fall, and in an undetermined number of markets in California, beginning in March.

WORKING PARTNERS



FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
CARLIN FRENCH, Vice President
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RADIO H-R TELEVISION
TELEVISION INC.
REPRESENTATIVES INC.

We believe it makes a whale of a difference to buyers of time and station operators to know that the men in the representative organization that serves them are all men with long experience and background in the radio and television field. It means more intelligent presentation, greater understanding of their problems and the know how that helps to solve them. That's why when H-R was started by a group of mature partners, it was mutually decided that all would be *Working Partners*, and that we would "Always send a man to do a man's job". Today, as always, we keep this promise.

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OXford 7-3120

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RAndolph 6-6431

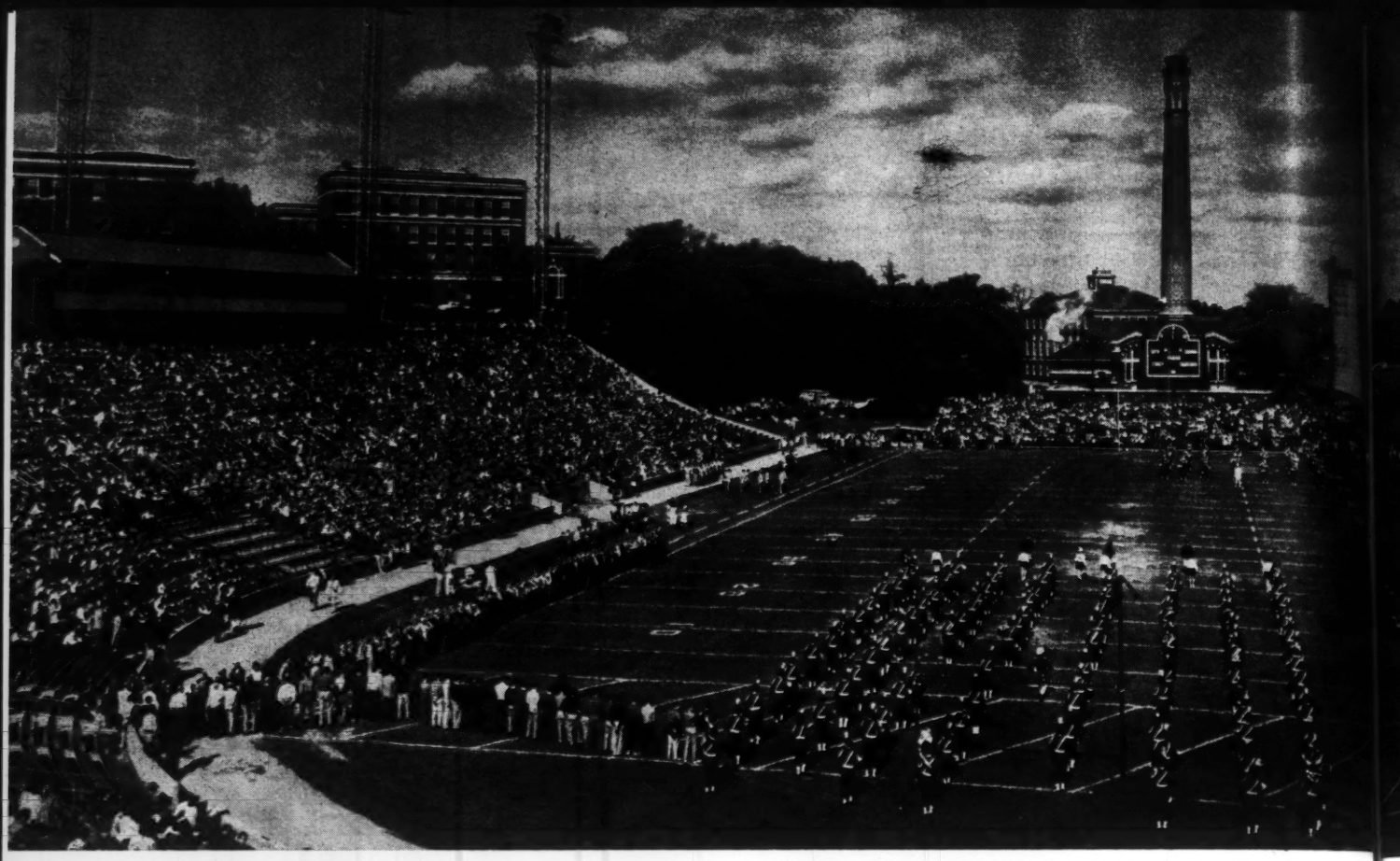
6253 Hollywood Boulevard
Hollywood 28, Calif.
Hollywood 2-6453

155 Montgomery Street
San Francisco, Calif.
YUkon 2-5701

415 Rio Grande Bldg.
Dallas, Texas
Randolph 5149

101 Marietta Street Building
Atlanta, Georgia
Cypress 7797

520 Lovett Boulevard
Room No. 1D
Houston, Texas
Justin 1601

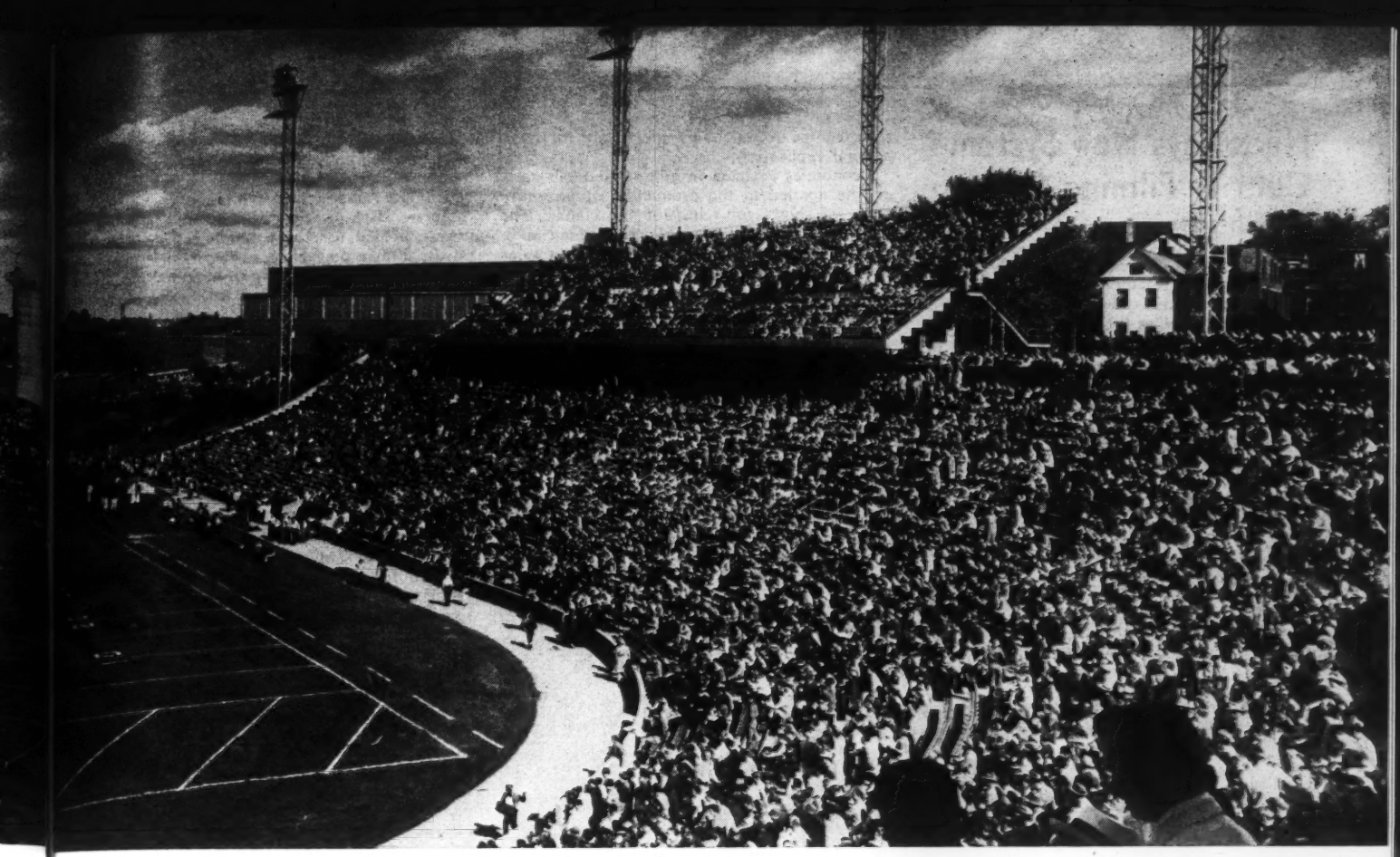


Photo, courtesy Cincinnati Enquirer

It's An Old Cincinnati Custom—

Like many other American cities, Cincinnati has two great institutions of higher learning—The University of Cincinnati and Xavier University. Crosstown athletic rivalry runs high, with both schools fielding football and basketball teams, which annually carry high national ratings.

When U.C., meets X on the gridiron, an annual game for the traditional city championship, dating back many years, all Cincinnati crowds into Nippert Stadium on the U. C. campus. It's an old Cincinnati custom.



–another Old Cincinnati Custom

(firmly established by over 26 years of service)

Listening To
WCKY'S
24 hours a day of music and news

- *32 News casts daily*
- *Cincinnati's Top Disc Jockeys*
- *Cincinnati's Top Rated Music Shows*

***82.4%** of Cincinnati Homes Listen to WCKY each week

(more than ten times the capacity of U.C.'s huge stadium)

●

for top audience – low rates

BUY WCKY

* Nielsen

For availabilities wire or phone collect

NEW YORK
Tom Welstead
Eastern Sales Mgr.
53 E. 51st St.
Phone: Eldorado 5-1127

CINCINNATI
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 1-6565

CHICAGO
A M Radio Sales
Jerry Glynn
400 N. Michigan Ave.
Phone: Mohawk 4-6555

SAN FRANCISCO
A M Radio Sales
Ken Carey
607 Market St.
Phone: Garfield 1-0716

LOS ANGELES
A M Radio Sales
Bob Block
5939 Sunset Blvd.
Phone: Hollyw'd 3-0695

FOUR HOURS A DAY ● SEVEN DAYS A WEEK

Niles Says New System Cuts Tv Filming Costs

DEVELOPMENT of a mechanical-electronic system for filming complete television programs at 50 to 66% of conventional costs by combining live tv cameras with motion picture cameras was claimed Thursday by Fred A. Niles, president of Fred A. Niles Productions Inc., Chicago.

Described as the "Camtronic" system, the method consists of three motion picture cameras mounted on special designed synchronous plates which hold live tv cameras, according to Mr. Niles. Parallexing lenses and progressive synchronization (from camera to camera) are effected with the new system, he said. Mr. Niles reported the technique is now ready for commercial application.

Economies realized in editing and lab costs can be applied to the production of an entire series of shows for television, he stated. The system is especially desirable for filming audience participation, variety and musical shows as well as limited set production, he added.

Mr. Niles said negotiations are under way for filming three different tv series with "Camtronic" and added he would utilize Chicago's Eighth St. Theatre for some productions. He is maintaining temporary quarters there.

Mr. Niles resigned as vice president of Kling Film Productions last month and announced formation of his own firm to produce television programs and commercials and other type films.

The "Camtronic" system was described as working this way:

The photography director sits in front of three monitors, connected to three live tv cameras which are interlocked with motion picture cameras. The director is able, by electronics means, to call for cuts automatically recorded on the film in magazines of the motion picture cameras. A fourth control-booth monitor records a film work print with cuts already indicated (similar to the monitor used in live tv, transmitting final images to home tv receivers).

HIGH as a Kite
...as usual!
WHEC
Daytime Share Of Audience 7 AM-6 PM Mon.-Fri.
According to the Latest Hooper Audience Index
(October-November, 1955)
WHEC 43.6
STATION B 23.0
STATION C 12.3
STATION D 8.6
STATION E 8.5
STATION F 3.3
A share of the daytime Rochester audience almost twice as great as that of its nearest competitor!—That's the happy (and we might say customary!) story told by the latest Hooper Audience Index, October-November, 1955!
If you want to get the ears of Rochester's major radio audiences, 7 AM to 6 PM, Mondays through Fridays, then you'll certainly want to learn about the choice availabilities on Station WHEC! Contact us for full details!
BUY WHERE THEY'RE LISTENING: —
CBS
WHEC of Rochester
NEW YORK
5,000 WATTS
Representatives EVERETT McKINNEY Inc New York Chicago LEE F O'CONNELL CO Los Angeles San Francisco

CBS-TV Film Sales Rise 90% in 1955

WITH gross sales at CBS-TV Film Sales in 1955 reported at 90% over those of 1954, Leslie Harris, vice president and general sales manager, last week disclosed plans for expansion in all phases of operations.

Mr. Harris said that 12 new properties are planned for 1956 for both national sale and syndication, doubling the amount of program series handled by the unit. The series will be produced in Hollywood, England and North Africa, Mr. Harris added, pointing out that among the first slated for filming is *The Legionnaire*, starring Merle Oberon. The series will be produced in England by Tony Bartley, with the majority of location filming done in Morocco.

The speeded-up activity by CBS Television Film Sales, Mr. Harris said, has resulted in an increase in the advertising and sales promotion budget of 50% over last year's. The unit also is planning to move to larger quarters to accommodate new personnel in the merchandising, sales promotion and publicity departments. Latest staff member is Bert Herbert, senior media analyst at Benton & Bowles, New York, who has been appointed assistant to the sales promotion manager.

Lucky Lager Purchases 'Crunch and Des' Series

PURCHASE by Lucky Lager beer, San Francisco, of the *Crunch and Des* tv film series for 36 markets in nine western states, Alaska and Hawaii, has raised total sales of the series to more than 60, it was announced last week by the NBC Film Div. The Lucky Lager sale was placed through McCann-Erickson, San Francisco.

Other recent sales of the series have been to Regal beer, through Talley-Embry, Miami, and Tracy-Locke, New Orleans, for five southeastern markets and Schmidt Brewing Co., through Al Paul Lefton, Philadelphia, for three markets.

FILM PRODUCTION

Albert Carlo Assoc., N. Y., has signed Howard Brandy, NBC Radio writer, to create five-minute pantomime program, "Adventures of Count Carlo," with Albert Carlo in title role and featuring ballet star Julie Newmar. Mr. Brandy retains association with NBC Radio.

Harris - Tuchman Productions, Hollywood, signed for second year to produce series of animated one-minute commercials for Standard Oil Co. of Texas. 1955 series won award in Adv. Assn. of the West competition.

FILM RANDOM SHOTS

Filmack Trailer Co., Chicago, announces move of New York offices from Film Center Bldg. to 341 W. 44th St. Lab and studio remain at old location.

CBS Television Film Sales Inc., N. Y., an-

"Almost everybody listens to Radio . . the intimate, inseparable companion of the American people . . . To a marked degree, people choose a particular station as their favorite companion."

. . . from "Radio Today," a summary based on a study by Alfred Politz Research, Inc.

Measure of a Great Radio Station

WBAL	Baltimore (NBC)	*The Hearst Corp.*
WBEN	Buffalo (CBS)	*Buffalo Evening News*
WGAR	Cleveland (CBS)	*Peoples Broadcasting Corp.*
WJR	Detroit (CBS)	*The Goodwill Station, Inc.*
WTIC	Hartford (NBC)	*Travelers Broadcasting Service Corp.*
WDAF	Kansas City (NBC)	*Kansas City Star*
KFI	Los Angeles (NBC)	*Earle C. Anthony Inc.*
WHAS	Louisville (CBS)	*Louisville Courier-Journal & Times*
WTMJ	Milwaukee (NBC)	*Milwaukee Journal*
WGY	Schenectady (NBC)	*General Electric Company*
WSYR	Syracuse (NBC)	*Herald-Journal & Post-Standard*
WTAG	Worcester (CBS)	*Worcester Telegram-Gazette*

THE HENRY I. CHRISTAL CO., INC.

NEW YORK — BOSTON — CHICAGO — DETROIT — SAN FRANCISCO

Representing Radio Stations Only

LEADERS

based on Superior Coverage

All recognized market coverage services give WSYR a wide margin of superiority over competitor stations. Take Neilsen for example:

Daytime, WSYR's weekly circulation of 193,530 homes is from 47% to 212% better than any other Syracuse station's. Nighttime, WSYR's circulation of 132,540 homes is from 46% to 257% better.

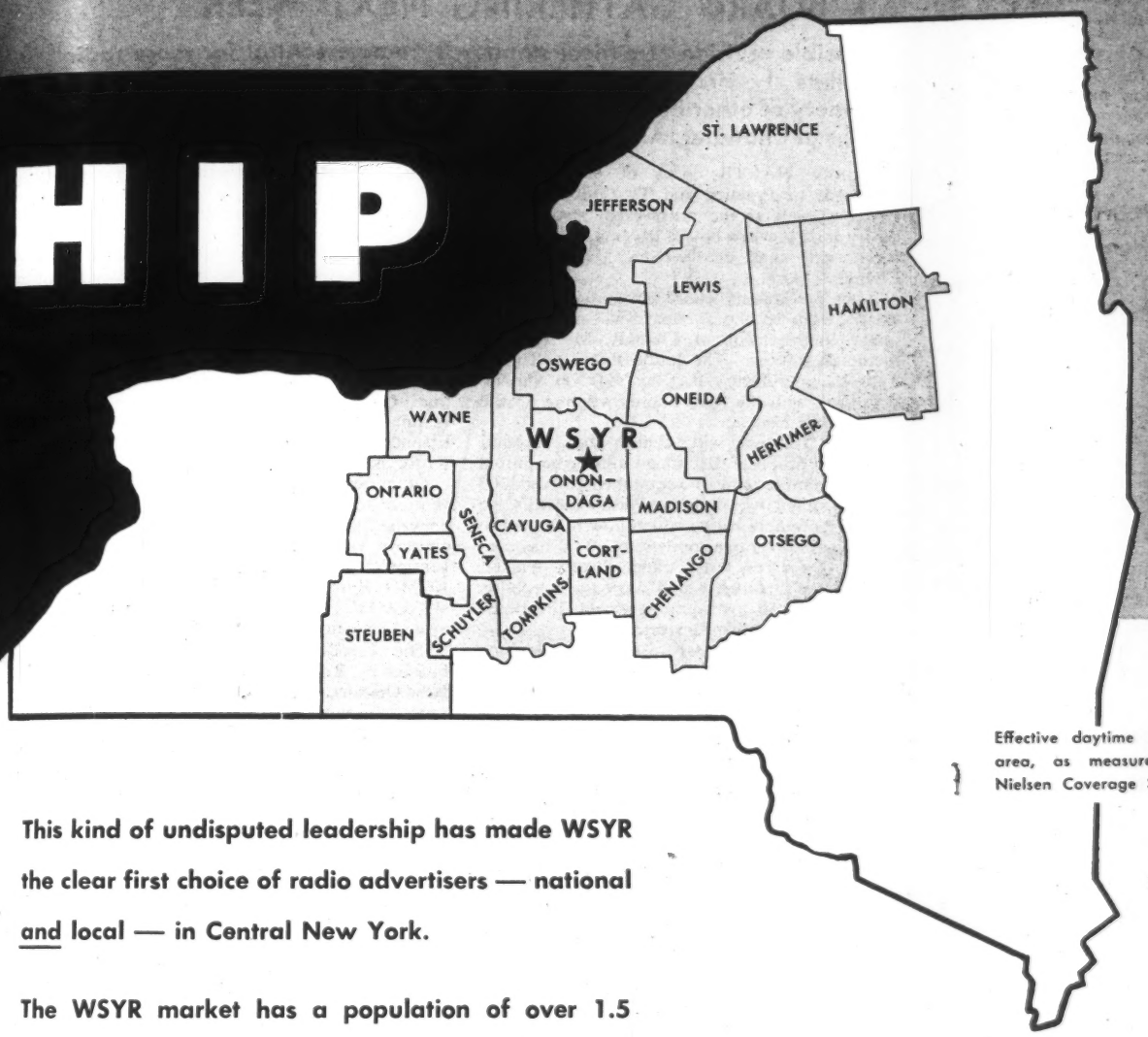
NBC

WSYR

5 KW • 570 KC

The Measure of a Great Radio Station

SHIP



Effective daytime service area, as measured by Nielsen Coverage Service

This kind of undisputed leadership has made WSYR the clear first choice of radio advertisers — national and local — in Central New York.

The WSYR market has a population of over 1.5 million — and annual buying power in excess of $2.2 billion. And remember: metropolitan Syracuse is ranked by Sales Management as America's finest test market.

Affiliate

SYR

SYRACUSE, N. Y.

Represented Nationally by

THE HENRY I. CHRISTAL CO., INC.

NEW YORK • BOSTON • CHICAGO

DETROIT • SAN FRANCISCO

nounced addition of new, 15-minute weekly sports round-up script to CBS Newsfilm service and also added WMAL-TV Washington, and KTVI (TV) St. Louis to its station clients.

Screen Gems Inc., N. Y., commercial film department, has eliminated its sales force and will concentrate on servicing present clients and those who buy tv films syndicated by Screen Gems. Commercial film department's creative staff now will work directly with client and agency representatives.

FILM PEOPLE

Garland C. Misener, manager of professional motion picture services, Ansco Div., General Aniline & Film Co., Binghamton, N. Y., to Capital Film Labs. Inc., Washington, D. C., as director of laboratory operations.

MR. MISENER

Everett M. Jess, formerly with Philip Boyer Organization, N. Y., advertising-sales promotion consultants, appointed account executive in slidefilm division of Transfilm Inc., N. Y.

Howard E. Johnson, manager of design and creative operations, NBC Pacific Div., to Four Star Productions Inc., Culver City, Calif., as art director.

NARTB TO STUDY RADIO-TV CODES AT BOARD GATHERING NEXT WEEK

Possible revision of ethical standards, remote control for more radio outlets, tv circulation project, membership campaigns, and wide variety of other industry topics will be discussed by association meetings in Chandler, Ariz., beginning Jan. 30.

THE two NARTB codes of ethics—Radio Standards of Practice and Tv Code—face revision as well as the prospect of stronger industry impact when NARTB's combined boards meet next week at the San Marcos Hotel, Chandler, Ariz.

After preliminary board committee meetings starting Jan. 30, the Tv Board will meet Feb. 1 under chairmanship of Clair R. McCollough, Steinman stations. The Radio Board will meet Feb. 2, under Henry B. Clay, KWKH Shreveport, La., with the joint boards winding up the proceedings Feb. 3.

Radio interest will center, too, around NARTB's proposal that all stations be permitted to use remote control equipment. Over 700 stations might use such facilities were FCC to extend its remote ruling which now is limited to 10 kw non-directional outlets. NARTB has conducted extensive tests, under Prose Walker, engineering director, which show the feasibility of operating 50 kw equipment and directional gear with automatic devices.

The long-pending plan to set up a television circulation project, with industry financing, will be reviewed by the Tv Board. Field tests have been conducted and the three-year project may emerge from the board meeting ready for action.

President Harold E. Fellows will head the NARTB staff from Washington headquarters. Thad H. Brown Jr., tv vice president, and John F. Meagher, radio vice president, will attend along with Joseph M. Sitrick, manager of publicity and informational services, and other department heads.

Reports will be submitted on legislative and regulatory developments and the joint boards will go over plans for a membership campaign that started this month and runs to April 1. A financial report will be submitted by the Finance Committee of which William D. Pabst, KFRC San Francisco, is chairman.

Other topics include the 1956 NARTB convention to be held April 15-19 in Chicago, copyright and legislative matters and employer-employe relations. Co-chairmen of the Convention Committee are E. K. Hartenbower, KCMO Kansas City, and Campbell Arnoux, WTAR-TV Norfolk, Va., radio and tv board vice chairmen, respectively.

The Freedom of Information Committee, headed by Robert D. Swezey, WDSU-AM-TV New Orleans, will review progress in promoting access for radio-tv at public proceedings. Judge Justin Miller, NARTB consultant and former board chairman, will report on freedom of information with emphasis on access to legal proceedings. Judge Miller and Vincent Wasilewski, NARTB government relations director, will represent NARTB at the Colorado Supreme Court hearing on courtroom coverage, starting Jan. 30 in Denver.

Main interest in the report of the Sports Committee, headed by George J. Higgins, KMBC-AM-TV Kansas City, will center around proposal of the National Collegiate Athletic Assn. to continue its general format of closely controlled football telecasts.

A summary of resolutions adopted at the eight NARTB regional meetings held last autumn will be submitted.

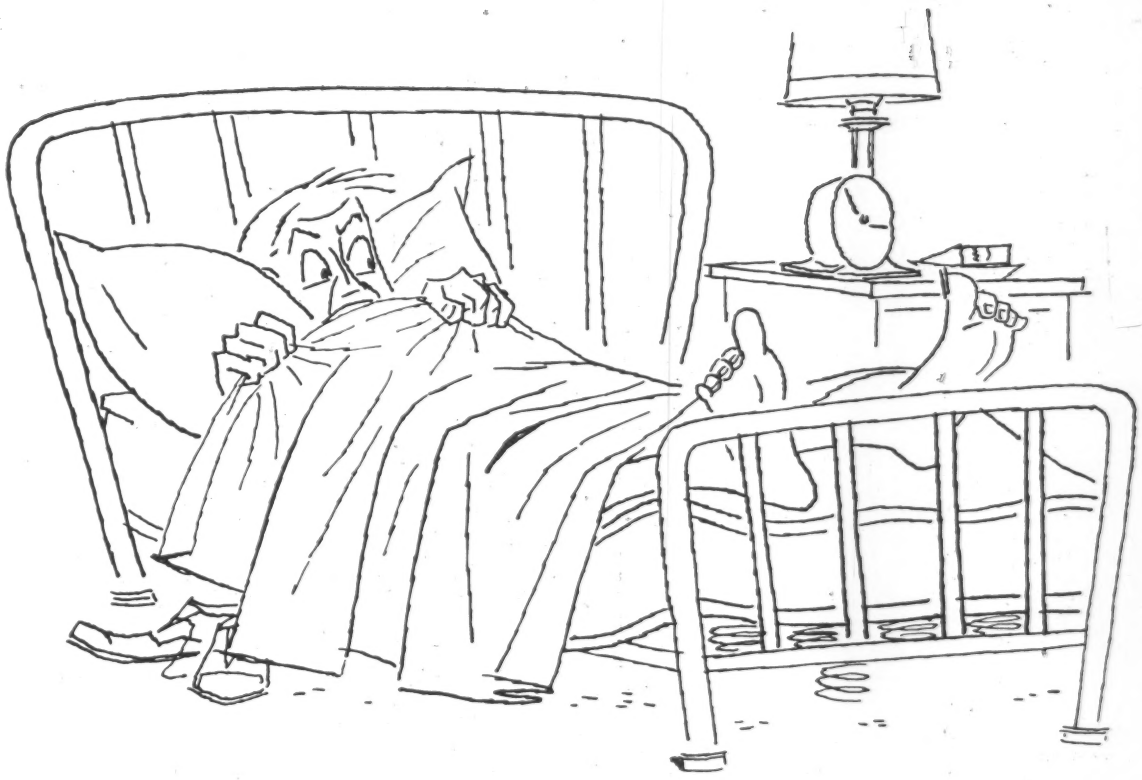
In reviewing state broadcaster association activities, the directors will go into plans for the first state association presidents' dinner to be held Feb. 21 in Washington. Other reports to be considered include work of the new Assn. for Professional Broadcasting Education; findings of the joint Industry-Government Tall Structure Committee of the Air Coordinating Committee (NARTB did not vote pending board action), and recommendations to the joint board for a group life insurance plan covering the industry.

Mr. Meagher will report for the Am Radio Committee, proposing a National Radio Week (tv members have advocated a National Television Week). Grover C. Cobb, KVGB Great Bend, Kan., is committee chairman. The committee is interested in a plan to ask FCC for a blanket increase in station power. It has showed interest, too, in tv survey techniques, as developed by NARTB and now in the testing process. The committee's concern centers around adaptation of tv methods to radio.

Another radio discussion will be based on a recommendation that the autumn regional meetings be limited to two days instead of three.

One of the main topics coming before the Radio Board centers around plans to implement the Standards of Practice. A series of recom-

TO CLEVELANDERS...
ALL Business is LOCAL...
BRIGHT CLIENTS Advertise and Sell with WSRS
WSRS
SMART PEOPLE Enjoy Listening and Buying with WSRS
Over A Million Ears for
GREATER CLEVELAND'S NUMBER 1 STATION
MORE MUSIC... MORE NEWS... MORE OFTEN
RADIO WSRS
John E. Pearson Co., National Representatives
The Community Information Station with the ALL-AMERICAN Family Appeal



Looking for coverage?...

look to wfmy-tv!

Keep your prospects well covered in the Prosperous Piedmont section of North Carolina and Virginia with WFMY-TV.

Since 1949, WFMY-TV has been the key salesman to this top TV market where some 2 million potential customers live, work and buy! WFMY-TV's 100,000 watt coverage of this $2.3 billion—46 county—market means greater sales and profits for you.

Call your H-R-P man today for the full story of WFMY-TV . . . basic CBS for the entire Prosperous Piedmont.

CBS

Now In Our Sixth Year

wfmy-tv

Channel 2

GREENSBORO, N. C.

Represented by

Harrington, Righter & Parsons, Inc.

New York — Chicago — San Francisco

mendations was approved Jan. 15 by the standards committee headed by Walter E. Wagstaff, KIDO Boise, Idaho. These include use of air-identification announcements by subscribing stations and promotional steps such as station identification of code adherence on stationery and in directories. The standards will not be strengthened by punitive provisions (the tv code contains such provisions), according to committee views, nor is monitoring of stations to detect violations considered at this time [B•T, Jan. 16].

Proposals to revise the NARTB Tv Code will be considered by the Tv Code Review Board at a meeting starting Thursday in San Francisco. G. Richard Shafto, WIS-TV Columbia, S. C., is code board chairman. Recommendations will be submitted to the Tv Board. Plans for a spring publicity campaign designed to stimulate public interest in the code will be considered. This drive is to start in March, fourth anniversary of the code. Monitoring reports and tv film problems will be reviewed by the code group.

Final draft of the standard film contract was completed in mid-January and printed copies will be ready for mailing sometime this week. The contract, designed for voluntary use by all tv stations, clears up confusion in film negotiations [B•T, Jan. 16]. It was drafted by a committee headed by Harold P. See, KRON-TV San Francisco, after two years of study.

Coming before the Tv Board will be a plan of the Tv Information Committee to publish a quarterly NARTB magazine reviewing social, educational, economic and technical news, designed as a promotion journal for viewer and organization readership [B•T, Jan. 9]. Jack Harris, KPRC-TV Houston, is committee chairman. Other tv topics include transmission tariff and viewer reaction.

Left Handed Compliment

TELEVISION received a left-handed tribute as a sales medium last week. The National Assn. of Furniture Mfrs.' President Kenneth Kroehler, reporting a marked upturn in furniture buying, was quoted as crediting the gains to television —in that it keeps people home more, so they wear out their furniture faster.

On the Radio Board with Mr. Clay are Vice Chairman Hartenbower; Herbert L. Krueger, WTAG Worcester, Mass.; E. R. Vadeboncoeur, WSYR Syracuse, N. Y.; George H. Clinton, WPAR Parkersburg, W. Va.; James H. Moore, WSLS Roanoke, Va.; Owen F. Uridge, WQAM Miami, Fla.; Robert T. Mason, WMRN Marion, Ohio; Robert B. McConnell, WISH Indianapolis; William Holm, WLPO LaSalle, Ill.; F. E. Fitzsimonds, KFYR Bismarck, N. D.; Cy Casper, WBBZ Ponca City, Okla.; Alex Keese, WFAA Dallas; Mr. Wagstaff; Mr. Pabst; Calvin J. Smith, KFAC Los Angeles; Richard M. Brown, KPOJ Portland, Ore.; John M. Outler, WSB Atlanta; John F. Patt, WJR Detroit; Cecil B. Hoskins, WWNC Asheville, N. C.; J. Frank Jarman, WDNC Durham, N. C.; F. Ernest Lackey, WHOP Hopkinsville, Ky.; Lester L. Gould, KFMA Davenport, Iowa; Edward A. Wheeler, WEAW-FM Evanston, Ill., and H Quenton Cox, KQFM Portland, Ore. Network representatives on Radio Board are: Don Durgin, ABC; Arthur Hull Hayes, CBS; John B. Poor, MBS, and Charles R. Denny, NBC.

With Mr. McCollough on the Tv Board are Mr. Arnoux; Joseph E. Baudino, Westinghouse Broadcasting Co.; Kenneth L. Carter, WAAM (TV) Baltimore; William Fay, WHAM-TV Rochester; Harold Hough, WBAP-TV Fort Worth; Ward L. Quaal, WLWT (TV) Cincinnati; Paul Raibourn, KTLA (TV) Los Angeles; W. D. Rogers Jr., KDUB-TV Lubbock, Tex.; George B. Storer, Storer Broadcasting Co., and Mr. Swezey. Network representatives on Tv Board: Ernest Lee Jahncke Jr., ABC-TV; Merle S. Jones, CBS-TV, and Frank M. Russell, NBC-TV.

With Mr. Shafto on the Television Code Review Board are William B. Quarton, WMT-TV Cedar Rapids, Iowa, vice chairman; Mrs. Hugh McClung, KHSL-TV Chico, Calif.; Richard A. Borel, WBNS-TV Columbus, Ohio, and Roger W. Clipp, WFIL-TV Philadelphia.

Ad Club Hears Barton Discuss Media Growth

THE advertising business has grown in the relatively short period of 50 years from a fledgling upstart to "the dimensions of a big industry," according to Bruce Barton, board chairman, BBDO, New York.

Addressing the golden anniversary luncheon of the Advertising Club of New York Wednesday, Mr. Barton commented on advertising's progress by stating a simple comparison: "In 1907, as a magazine advertising salesman, I was confronted with a brass sign in a Chicago office building that said, 'No beggars, peddlers or advertising solicitors allowed.' . . . Today, there are approximately 2,400 agencies with a total volume of national advertising in all media—including the two powerful opinion forming forces, radio and television—of more than $8.75 billion. . . . No president of a mammoth concern . . . however deeply entrenched, would dare say to his board, 'Gentlemen, we have now secured a major fraction of the national market; we can afford to diminish our advertising effort'."

At the same time, Mr. Barton said in the definitive meaning of the term "profession," ". . . we in advertising cannot yet claim the right to professional status." But in light of the advertising industry's yearly efforts in behalf of free service to public causes, Mr. Barton declared that in accepting "as a professional requirement the responsibility of rendering a certain quota of free service . . . without expectation or thought of compensation," advertising has made and is making definite and increasing progress toward becoming a profession.

Mr. Barton answered advertising's critics by saying, ". . . if we pour out our pleas to the many in order to influence a few, so does the Church. If our failures seem sometimes more numerous than our successes, so are those of book publishers and the theatre. If our influence causes men to live beyond their means, so does matrimony. And if we are too often dull, repetitious and redundant, so is the U. S. Senate."

Inside Advertising Week Set

SIXTH ANNUAL Inside Advertising Week, sponsored by the Assn. of Advertising Men & Women, will be held in New York April 1-6. The AAM&W project serves to introduce the country's outstanding senior students in advertising to the New York advertising field.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

PACKAGE BUYER?

Use WDBJ's 6-13-21 Plan!

	Class "A"	Class "B"
6 minutes weekly	$ 63.00	$ 45.00
13 minutes weekly	117.00	78.00
21 minutes weekly	168.00	115.00

Ask Free & Peters!

WDBJ
Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.
Owned and Operated by the TIMES-WORLD CORPORATION
FREE & PETERS, INC., *National Representatives*

"Advertising Age has long been the most popular advertising publication among members of our organization"

Says **W. C. GRANT,**
President
GRANT ADVERTISING, INC.

"Advertising Age has long been the most popular trade publication among the members of our organization. It is always timely and informative, and presents news of the advertising industry in an unusually clear and accurate manner. It is not only first on the list among our offices in the United States, but also in other countries."

W. C. GRANT

Mr. Grant was born and raised in Dallas, Texas and after graduating from Texas University Law School, decided upon advertising as a career. The first office of Grant Advertising, Inc. was established in Dallas in 1935. The second office was established in Chicago in 1937. Subsequent years have witnessed the continued development of the agency, which now has 33 offices, 9 in the United States, and 24 in foreign countries.

Advertising Age is important to most of the decision-makers who are important to you. With its weekly presentation of advertising news, trends and significant developments, Ad Age not only receives close attention from those who *activate* broadcast decisions, but gets read, studied and discussed weekly by executives who *influence* market and media decisions.

For example, subscription records show that at Grant Advertising, Inc., where a radio-tv billing of $11,100,000 was placed in 1955, 71 subscription copies of AA are received each week. Further, among the top 36 agencies representing $812,500,000 in radio-tv billings last year*, AA averaged over 75 copies per agency.

Add to this AA's similar penetration of advertising agencies with a paid circulation of 8,448 each week, its weekly audience of top executives in major advertising companies, its total readership of 120,000 based on 32,000 paid subscriptions, and you'll recognize in Advertising Age the most influential medium for swinging broadcast decisions your way in 1956.

* *Broadcasting-Telecasting 1955 Report*

important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS

Sigma Delta Chi Lists National Committees

BROADCASTERS figure prominently in many of the 19 national committees announced by Sigma Delta Chi Thursday to carry on the work of the professional journalistic fraternity for 1956.

In his capacity as national president, Mason Rossiter Smith, editor-publisher, *Gouverneur* (N. Y.) *Tribune Press,* announced chairmanship appointments and assignments for several groups, including those for advancement of freedom of information and ethics and news objectivity.

The assignments, dotted with members from newspapers which hold broadcast interests, include the following committees and chairmen:

Advancement of Freedom of Information—V. M. Newton Jr., managing editor, *Tampa* (Fla.) *Morning Tribune,* and including Charles Day, news director, WGAR Cleveland, Robert S. Gray, film news editor, KPRC-TV Houston, and Theodore F. Koop, CBS Washington news and public affairs director; Ethics and News Objectivity—Norman Isaacs, managing editor, *Louisville Times* (WHAS-AM-TV); Fellows Nominating—Alden C. Waite, president, Southern California Associated Newspapers, Los Angeles; 50th Anniversary—Prof. Charles C. Clayton, Dept. of Journalism, Southern Illinois U.; Historic Sites Ceremony—Robert White II, editor, *Mexico* (Mo.) *Ledger,* and including Sol Taishoff, editor and publisher of B•T, and George Brandenburg, midwest editor, *Editor & Publisher;* Historic Sites in Journalism—George W. Wolpert, public relations counsel, Milwaukee, and including William E. Drips, Agricultural consultant, KOIN-TV Portland; Honor Awards—Alvin E. Austin, head of Dept. of Journalism, U. of North Dakota, Grand Forks.

Others include Journalistic Research—Dean Wesley C. Clark, School of Journalism, Syracuse U., Syracuse, N. Y., and including Richard S. Fitzpatrick, chief, USA Branch, Office of Research, United States Information Agency, Washington, D. C.; Professional Chapter Program—A. Pat Daniels, public service director, Alvin (Tex.) State Bank, and including Charles Day, WGAR Cleveland, Robert Tripp, news editor, WFAA Dallas, Robert Krieghoff, program director, WTOL Toledo, Ohio, Lyell Bremser, news and special events director, KFAB Omaha, Coit E. Butler Jr., news director, KITE San Antonio; Public Relations—William Kostka, Kostka Assoc., Denver; Revision of Undergraduate Journalism Competition Rules—Prof. Dale R. Spencer, School of Journalism, U. of Missouri, Columbia; Undergraduate Chapter Program—Prof. Oscar R. Abel, Dept. of Printing and Journalism, South Dakota State College, Brookings; United Nations Press Fellowship—Robert U. Brown, *Editor & Publisher,* and including Larry Leseuer, CBS radio-tv reporter; Ways & Means—Bernard Kilgore, president *Wall St. Journal,* New York, and including Mr. Taishoff.

Among state chairmen appointed were Jim Bormann, news and public affairs director, WCCO Minneapolis (for Minnesota), William Kelly, president of KXLO Lewistown (for Montana), William E. Drips, KOIN-TV Portland (for Oregon), Lou Riepenhoff, public relations director, WISN Milwaukee (for Wisconsin), Barry Bingham, president of the *Louisville Courier-Journal and Times* (WHAS-AM-TV), and Edgar Easterly, Louisville AP bureau chief, are co-chairmen of the 1956 General Convention Committee, which also includes Victor A. Sholis, vice president and director of WHAS Inc.

As in the past the Committee for Advancement of Freedom of Information is instructed to "take an active, aggressive leadership in the cause of press freedom and to eliminate press barriers wherever it can."

Radio-Tv Court Coverage Debated at D. C. Luncheon

RIGHT of radio and tv to cover governmental and courtroom proceedings was debated at the monthly luncheon of the Federal Communications Bar Assn. in Washington. Debaters were Ralph W. Hardy, CBS Washington vice president, and the Rev. Joseph M. Snee, Georgetown School of Law.

Mr. Hardy contended democratic government is strengthened by the widest possible diffusion of knowledge, with adequate legal and administrative remedies protecting witnesses. He contended it is repugnant to the American concept to sit as judge over how much of a proceeding may be given to the public. Electronic media, he added, can cover without becoming a nuisance in the chamber, and no fixed rule should discriminate against their access to proceedings.

Father Snee said he, too, was concerned over suppression of news by bureaucrats but felt a witness should not be forced to appear before camera and microphone against his will in a Congressional inquiry designed to provide information for legislative purposes. He argued that witnesses testify under a handicap as they contemplate the audience behind the camera. Tv will only want sensational court trials, he suggested.

Admission of the public to a trial plus ordinary reporting provides adequate protection of public rights, Father Snee said. He pointed to the possible influence of live radio-tv coverage on a judge running for re-election, or on a jury. In the case of courts, he suggested, the maxim "The public be damned" should be applied.

Chicago Women's Adv. Club Planning 'Distinction' Series

A PANEL DISCUSSION on radio-tv industry prospects is scheduled by the Women's Adv. Club of Chicago as part of its sixth annual "distinction" series Feb. 6 and 13. Plans for the two-part sessions, culminating with the annual "Women of Distinction" award, include talks by radio, tv and other personalities at the Eighth St. Theatre on successive Monday evenings. Edna M. Johnson, Fensholt Adv., is general chairman of the series, designed to emphasize achievements of Chicago's women.

Among personalities scheduled to participate are Ilka Chase, author and panelist of ABC-TV's *Masquerade Party;* Virginia Marmaduke, newspaper reporter and women's commentator at WMAQ Chicago; Robert W. Galvin, executive vice president of Motorola Inc., and Francoise Pope, star of WBKB (TV) Chicago's *Creative Cookery.*

NCAA to Hear Tv Plans

THE National Collegiate Athletic Assn. 1956 TV Committee has set Jan. 30 as a date for open hearings at which member colleges and "other interested parties" may submit proposals for the 1956 NCAA television program. The hearings will be held in the offices of the Eastern Collegiate Athletic Conference at the Biltmore Hotel, New York.

STATION SALES

KIDDER, PEABODY & CO.—

- Maintains close contact with all phases of the Television and Radio industry.
- Has an established relationship with most of the important sources of investment capital in the country.

—We invite the station owner to take advantage of this dual coverage when considering the sale of his property.

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NEW YORK BOSTON PHILADELPHIA
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Offices and correspondents in thirty other principal cities in the United States

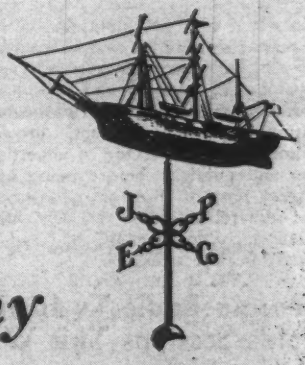
Byrne's gone!
The Byrnes of radio and tv station management are the men and women who can clasp a friendly hand with local retailers, wholesalers and manufacturers; people whose appearances are asked for eagerly by Chambers of Commerce, Ladies Leagues and PTA groups . . . People who get the goods off the shelves!
The Byrnes are good people for you to know for the greater sale and acceptance of your own or your client's product or service, whether locally or nationally. And JEPCO and its people know the "Byrnes" intimately—in communities small and large—from coast to coast; the people who are the bedrock of good, lasting salesmanship.
Want JEPCO to introduce you to the "Byrnes" of radio and tv?
John E. Pearson Company
radio and television station representatives
New York • Chicago • Minneapolis • Dallas • Los Angeles • San Francisco

Our 24 hour policy is in the works all year long

Perhaps you remember the above ad that JEPCO ran during 1955. Well, as our 17th successful year rolls into view, The John E. Pearson Company has studied this ad carefully and can add nothing new to its central theme which is: *"Pearson people are as close to radio and tv station managers as a plow is to the plain."*

JEPCO's claim of "knowing how the wind blows," is based on hundreds of intimate relationships among the very people who make each community hum . . . the Byrnes. The Byrnes are station management men and women who clasp the hands of local retailers and manufacturers; they are members of Chamber of Commerce meetings, school boards and civic groups; they are the ones who decide the important local issues, get out the vote and yes, buy the goods.

This year as always, JEPCO wishes its very best to all the Byrnes in the broadcasting business. Naturally, Pearson people intend to see a lot of them during the next 12 months.



John E. Pearson Company

radio and television station representatives

New York • Chicago • Minneapolis • Dallas • Atlanta • Los Angeles • San Francisco

ACCAS NAMED HEAD OF TVB OPERATIONS

GENE ACCAS, ABC director of sales development and research, will join Television Bureau of Advertising on Feb. 13 as director of operations, TvB President Oliver Treyz announced last week.

MR. ACCAS

Mr. Treyz said the appointment is "the final step in TvB's plan for rounding out a hard-hitting executive team and lays the groundwork for membership expansion."

Mr. Accas, he said, will "supervise and coordinate the internal operations" of TvB, with the research and sales promotion divisions reporting directly to him, while "the external operations—client and stations relations and sales—will be under the supervision of Norman E. (Pete) Cash, vice president and director of station relations. With the appointment of Mr. Accas, TvB's top three executives are ABC alumni. Both Mr. Treyz and Mr. Cash formerly were with that network.

"With expanded personnel and an ability to handle a greater work load," Mr. Treyz said, "an expanded team will permit the bureau to more effectively and efficiently serve the industry. It will materially bulwark TvB's program of being constantly 'on the road' making presentations in its continuing efforts to secure for television a greater share of the advertisers' appropriations."

The accelerated in-the-field sales activities will include a schedule of regular advertiser and agency visits on a weekly and rotating basis so that TvB will have, at any one time, a key man on the road on sales functions, Mr. Treyz said. He said TvB member stations in each area being visited will be tied in closely with TvB's activities there.

Dr. Leon Arons and Gordon Hellmann, respectively, head the research and sales promotion divisions whose efforts Mr. Accas will coordinate. Working with Mr. Cash in TvB's sales functions—which he will supervise in addition to his client and station relations responsibilities—are Howard Abrahams, director of retail sales; Halsey Barrett, senior account executive, and William B. MacRae, account executive.

Mr. Accas, formerly in research with Foote, Cone & Belding and after that a sales presentation writer for NBC, joined ABC in July 1951 as manager of radio sales development. Since then, he has served successively as radio sales development manager and consultant, manager of radio sales development and owned television stations sales development, director of sales promotion, and director of advertising, promotion and publicity before being named to his current post of director of sales development and research last Nov. 1.

His successor at ABC had not been designated late last week.

Georgia Radio-Tv Institute Holds Sessions This Week

THE ANNUAL Georgia Radio & Television Institute, to be held this week at Athens under auspices of the Georgia Assn. of Broadcasters and the U. of Georgia's Henry W. Grady School of Journalism, will offer a three-day program including a score of state and national communications figures. FCC Comr. Richard A. Mack is one of the Friday speakers.

Addressing the opening dinner Wednesday will be J. Frank Beatty, B•T senior editor. Hosts are WGAU and WRFC Athens. Fred Garrigus, NARTB manager of organizational services, is scheduled to speak Friday along with Frank Silvernail, BBDO station relations director.

Thursday speakers include Edwin R. Peterson, vice president, Keystone Broadcasting System, Chicago; John A. Aspinwall, AP; Pauline Frederick, NBC UN correspondent; Merriman Smith, White House correspondent for UP. C. M. Wallace Jr., Georgia Power Co. vice president, will speak at the Thursday luncheon at which AP radio news awards will be presented. Frank A. Woods, Southern Bell Telephone & Telegraph Co., Atlanta, will address the Thursday dinner. Thursday afternoon's program includes panels on farm news and tv programming. Participants include Edward J. Young, Stevens Industries; Wilton Cobb, WMAZ Macon; Elmo Ellis, WSB Atlanta; M. W. Hicks, WRGA Rome; H. Randolph Holder, WRFC Athens; Dwight Bruce, WTOC Savannah; Don Elliott, WSB-TV Atlanta; Jim Hicks, WRDW-TV Augusta, and Helen Parris, WAGA-TV Atlanta. Prof. Worth McDougald, of the journalism school, will direct the panels.

Chairman of the institute is W. C. Woodall Jr., WDWD Dawson. Other program committee members are Mr. Bruce; Archie Grinalds, WBIA Augusta; Charles Smithgall, WGGA Gainesville; Hugh Tollison, WGIG Brunswick; John E. Drewry, dean of the journalism school. President Glenn Jackson, WAGA Atlanta, and other officers of GAB worked with the committee.

Webb Hits 'Time' Magazine For Story on Radio 'Decline'

LARRY WEBB, managing director of Station Representatives Assn., took *Time* magazine to task last week for reporting, in its Jan. 2 issue, that "researcher A. C. Nielsen's list of the top 10 radio shows contained not a single nighttime program" and that "radio's decline was further emphasized by the fact that the three top shows were all daytime soap operas." Not so, said Mr. Webb; *Time* should have made it plain that the Nielsen list deals only with network programs. "Local radio programs today have more listening than ever before," he said in a letter to *Time*, "and advertisers who understand the medium are well aware of the fact."

Radio Adv. Bureau Adds 13

ADDITION of 12 stations and one radio station representation firm in the first two weeks of January was reported Monday by Arch L. Madsen, Radio Advertising Bureau's director of station relations. Mr. Madsen said this was the first stage of an RAB drive to add 150 stations to its membership in 1956. With the combined dues of the new members plus increased fees being paid by several hundred charter member stations, Mr. Madsen said, RAB should achieve close to the $1 million budget it is shooting for this year.

The new representative member is H-R Representatives Inc. Stations added: KDAL Duluth, Minn.; KFEQ St. Joseph, Mo.; KFXM San Bernardino, Calif.; KFYO Lubbock, Tex.; KLEA Lovington, N. M.; KSIX Corpus Christi, Tex.; WFMD Frederick, Md.; WJEH Gallipolis, Ohio; WLSH Lansford, Pa.; WPAM Pottsville, Pa.; WROV Roanoke, Va., and WSTV Steubenville, Ohio.

N. C. Assn. Forms Foundation To Aid Radio-Tv Education

BROADCASTING Foundation of North Carolina Inc. has been formed by North Carolina Assn. of Broadcasters to promote radio-tv education in cooperation with the U. of North Carolina and radio-tv-motion picture department.

Chancellor Robert B. House, of the university, said aims of broadcasters and the university are mutual. He lauded NCAB, headed by Allen Wannamaker, WBIG Greensboro, and members of a special broadcaster committee for their assistance. Committee members are Harold Essex, WSJS-AM-TV Winston-Salem; Richard H. Mason, WPTF Raleigh, and J. Frank Jarman, WDNC Durham.

A nine-man committee to administer the foundation will meet Feb. 15 at Carolina Inn, Chapel Hill. The foundation will be nonprofit. Earl Wynn, chairman of the UNC radio-tv-motion picture department and head of the UNC Communication Center, said the foundation will also aid in creating radio-tv chairs at the university.

Members of the original incorporating group, aside from those mentioned, include William S. Page, WELS Kinston; Jack S. Younts, WEEB Southern Pines; Edmond H. Smith Jr., WIRC Hickory; Gaines Kelley, WFMY-TV Greensboro; Cecil B. Hoskins, WWNC Asheville; W. James MacNeil, WTSB Lumberton; E. Z. Jones, WBBB Burlington; J. R. Marlowe, WGWR Asheboro; Victor W. Dawson, WFNC Fayetteville; Robert M. Wallace, WOHS Shelby, and A. Hartwell Campbell, WGTC Greenville.

Newspaper Ad Executives Huddle to Talk Competition

COMPETITION of broadcast media, particularly television, for the advertising dollar will be explored by the Bureau of Advertising of the American Newspaper Publishers Assn. at the annual convention of the Newspaper Advertising Executives Assn. in Chicago this week.

A host of newspaper, agency and advertising speakers are slated to participate in the three-day convention at the Edgewater Beach Hotel starting today (Monday). Opening day luncheon speech will be delivered by James J. Nance, president of Studebaker-Packard Corp., on 1956 business prospects.

Among top executives slated to talk are Norman H. Strouse, president of J. Walter Thompson Co.; Charles Buddle, J. C. Penney & Co.; Vincent R. Bliss, president of Earle Ludgin & Co.; B. Mitchell Cox, vice president of Pepsi-Cola Co.; Lowell McElroy, vice president of ANA. Mr. Bliss will review "The Shifting Tides of Advertising Audiences" and Mr. McElroy will speak on "Jumping Our Hurdles to Greater Advertising Productivity."

Harold A. Barnes will make the presentation for the Bureau of Advertising, which he heads.

Schachte Heads ANA Group

HENRY SCHACHTE, vice president, Lever Bros. Co., and board member of the Assn. of National Advertisers, last week was appointed chairman of the ANA advertising management committee, succeeding Edward G. Gerbic, vice president, Johnson & Johnson, who continues to serve on the committee.

Mr. Schachte, past chairman of the Advertising Research Foundation, joined Lever Bros. last year after leaving Bryan Houston Inc., New York, where he was a vice president and a director.

The *Citation* **Model No. F35-B**

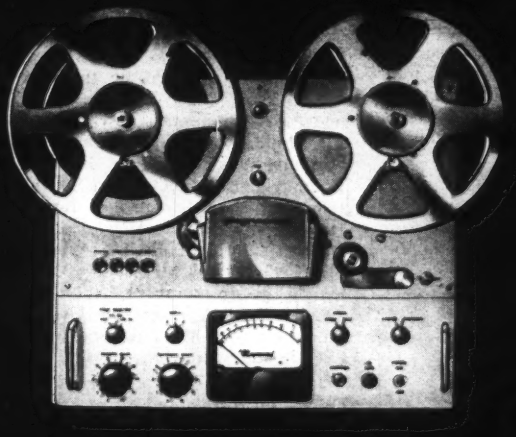
- for school, business, home, the educator, and industry. Ideal for churches, offices, stores and institutions.

The *Hi-Fi Pro* **Model No. S36-B**

- for musicians, sound engineers, lecturers, and industrial applications.

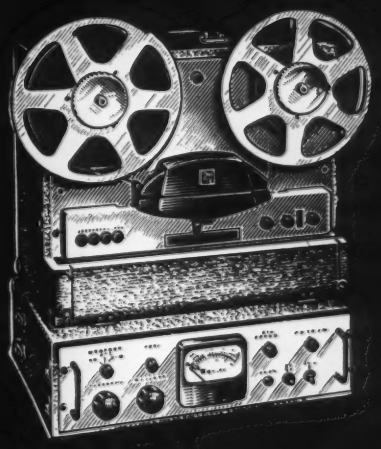
The *Finest* precision built Tape Recorders of the century

by Magnecord, *The Choice of Professionals*



The *Editor* **Model No. P60-A**

- for broadcasting studios, recording studios, electronic measurements, educational and sales management applications.



The *Professional* **Model No. M90**

- for radio and TV studios, orchestral, industrial and electronic applications, and a great boon to the moving picture industry.

Every model carries the greatest line of operating features ever to be incorporated in any portable or console Tape Recorder!

A new booklet just published by Magnecord briefly outlines 207 valuable uses for a tape recorder in today's modern living, at home or away, at work or play. It segregates the 207 uses into classifications such as professional, educational, church, business, recreation, etc. Write, phone, or stop in for your copy.

Magnecord, Inc.

1101 SOUTH KILBOURN AVENUE, CHICAGO 24, ILL.

KNIGHT-COX GROUP WINS MIAMI CH. 7

FCC upholds examiner, finds Biscayne Tv superior to competitors East Coast Tv, South Florida Tv and Sunbeam Tv.

FINAL DECISION favoring the grant of Miami's ch. 7 to Biscayne Television Corp. was issued by the FCC Friday.

In upholding the examiner's initial decision, the FCC held that the Biscayne applicant was far superior to its competitors in integration of ownership with management, broadcasting experience and the past records of WIOD and WQAM Miami. Biscayne comprises an amalgamation of John S. Knight (*Miami Herald*-WQAM) and James M. Cox Jr. (*Miami News*-WIOD) interests with Niles Trammell, former NBC president, holding the balancing 15%.

Denied were East Coast Television Corp., South Florida Television Corp. (which included former FCC Chairman James Lawrence Fly among its stockholders), and Sunbeam Television Corp.

Five commissioners voted in favor of Biscayne. Comrs. Rosel H. Hyde and Robert T. Bartley maintained their previous positions that no grant should be made in areas which have been suggested for deintermixture. Comr. John C. Doerfer, it was known, had been in favor of granting East Coast, but concurred in the choice of Biscayne.

The Commission gave Biscayne a heavy preference for the past performance record of WIOD and WQAM. Under FCC regulations forbidding the ownership of more than one radio station in an area, WQAM will be sold. The FCC also found Biscayne to be favored on the integration issue. Mr. Trammell and James L. LeGate, manager of WIOD, and Milton C. Scott, chief engineer of WIOD—both 3.5% owners of Biscayne—will be active in the day-to-day operation of the tv station, the Commission found.

"Biscayne . . . presents integration in the highest degree of quality;" the Commission decision read, "substantially full-time, imbued with stable and proven experience—executive, managerial and technical—through extensive years of broadcasting and supplemented by superior record of civic accomplishment."

In answer to questions raised by opponents that Mr. Trammell may find himself involved in a conflict of interest because of his consultant's contract with NBC, the Commission held that the consultancy is in "the nature of an honorarium." It also pointed out that Mr. Trammell had testified that he would resign this consulting agreement with NBC if a conflict arose in operating the Miami ch. 7 tv station. Mr. Trammell signed a long-term consultant contract with NBC when he resigned in 1952.

There is nothing illegal about size, the Commission said in answer to allegations that the Biscayne owners represented a potential monopoly. There has been no demonstration, the FCC said, that there is "control of price or supply, use of coercive measures, or other undesirable factors."

Biscayne will own one radio station and one tv station, the Commission said. There will be nine radio and three tv stations in competition, it pointed out, with a fourth tv station holding a construction permit and a fifth station to result from a pending final decision.

Nor is there anything disqualifying in the fact that two local newspaper owners will have interests in a tv station, the Commission declared.

"Even assuming a combination of interests is before us, such a combination of itself would not constitute a monopolistic practice, since there is no indication in the record of either the fact, power or the tendency to suppress competition. A combination of business interests is not legally objectionable merely because of the size of the combination. The stigma of illegality only attaches when it is demonstrated that there is control of price or supply, use of coercive measures, or other undesirable factors all of which are the direct results of the combination . . ."

MR. KNIGHT MR. COX

MR. REINSCH MR. TRAMMELL

The two newspapers, the FCC added, "are strongly competitive one with the other. These circumstances do not present a combination which would tend toward creating a monopoly against the public interest. . ."

Referring to the other newspaper and broadcast interests of Biscayne principals, the Commission said, "In all these cities competitive broadcasting facilities exist. No form of monopolistic practice has been shown with respect to any such holdings . . ."

The other interests of Biscayne stockholders "while extensive (though not in all cases involving control) are not so interconnected by ownership or geography as to form a chain of possible concentration of communications upon a national or sectional basis," the FCC stated.

The grant to Biscayne does not conflict with its ruling in the Sacramento ch. 10 case where McClatchy Broadcasting Co. was denied because of its extensive newspaper and broadcast holdings in the Central Valley of California, the Commission said. "In contrast thereto," the FCC stated," the applicant Biscayne herein controls no communications interests at this time; it will own a radio station in Miami (WIOD)." The FCC then related the Knight and Cox holdings, and added:

"Our conclusion with respect to the importance of the diversification preference, *per se*, is that on this record the risk of concentration of control in the Miami area is not presented in the clear outlines described by Biscayne's competitors . . ." Nevertheless, the FCC found that this preference should be given to the three other applicants.

In addition to the *Miami Herald*-WQAM, Mr. Knight owns the *Detroit Free Press, Chicago Daily News, Akron* (Ohio) *Beacon Journal* and *Charlotte* (N. C.) *Observer*. Other radio properties owned by the Knight interests are WIND-AM-TV Chicago (27.7%) and WAKR-AM-FM-TV Akron, Ohio (45%).

Cox interests, in addition to *Miami News*-WIOD, are *Dayton* (Ohio) *News and Journal-Herald, Atlanta Journal* and *Constitution* and *Springfield* (Ohio) *News* and *Sun*. Other broadcast properties owned by the Cox group are WHIO-AM-FM-TV Dayton, Ohio, and WSB-AM-FM-TV Atlanta.

Technically, Biscayne is owned by a number of individuals. They are, in addition to Mr. Trammell, as follows: John S. Knight, 17.5%; James M. Cox Jr., 30.5%; James L. Knight, 10%; J. Leonard Reinsch, 5%; C. Blake McDowell, 5%; Lee Hills, 5%; Owen Uridge, 5%; Mr. LeGate and Mr. Scott, 3.5% each. The Knight group comprises the Messrs. Knight and McDowell, Hills and Uridge. The Cox group includes Mr. Cox and Messrs. Reinsch, LeGate and Scott.

James L. Knight, brother of John, operates the *Miami Herald* and *Charlotte Observer* properties; Mr. Reinsch is managing director of the Cox broadcast operations; Mr. McDowell is secretary and director of several Knight enterprises including WQAM; Mr. Hills is executive director of the *Miami Herald* and executive editor of the *Detroit Free-Press;* Mr. Uridge is general manager of WQAM.

In issuing its final decision, the Commission majority also denied a petition by ch. 17 WITV (TV) Fort Lauderdale, Fla., to stay the vhf grant or permit it to intervene in the hearing. Pending before the U. S. Court of Appeals is an appeal against issuance of the ch. 7 decision by Storer-owned ch. 23 WGBS-TV Miami. Both have been seeking to deintermix Miami.

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 10

Bristol, Va.-Tenn., ch. 5; Canton, Ohio, ch. 29; Chattanooga, Tenn., ch. 3; Corpus Christi, Tex., ch. 10; Miami, Fla., ch. 10; Norfolk-Portsmouth, Va., ch. 10; Omaha, Neb., ch. 7; Peoria, Ill., ch. 8; Seattle, Wash., ch. 7; Springfield, Ill., ch. 2.

AWAITING ORAL ARGUMENT: 11

Boston, Mass., ch. 5; Charlotte, N. C., ch. 9; Hartford, Conn., ch. 3; Indianapolis, Ind., ch. 13; Jacksonville, Fla., ch. 12; New Orleans, La., ch. 4; Orlando, Fla., ch. 9; Paducah, Ky., ch. 6; Raleigh, N. C., ch. 5; San Antonio, Tex., ch. 12; St. Louis, Mo., ch. 11.

AWAITING INITIAL DECISION: 4

Buffalo, N. Y., ch. 7; Hatfield, Ind. (Owensboro, Ky.), ch. 9; McKeesport, Pa. (Pittsburgh), ch. 4; San Francisco-Oakland, Calif., ch. 2.

IN HEARING: 11

Beaumont-Port Arthur, Tex., ch. 4; Biloxi, Miss., ch. 13; Caguas, P. R., ch. 11; Cheboygan, Mich., ch. 4; Clovis, N. M., ch. 12; Elmira, N.Y., ch. 18; Mayaguez, P.R., ch. 3; Onondaga-Parma, Mich., ch. 10; Pittsburgh, Pa., ch. 11; Redding, Calif., ch. 7; Toledo, Ohio, ch. 11.

Ch. 25 WCOS-TV Folds

CH. 25 WCOS-TV Columbia, S. C., was scheduled to cease operation last Saturday at 11 p.m. The station told the FCC that it was going off the air "permanently" and was returning its construction permit. WCOS-TV, licensed to Radio Columbia Inc. (WCOS-AM-FM) began operation May 1, 1953, and was affiliated with ABC.

Effective immediately!

in Savannah WSAV-TV

Announces the appointment
as exclusive national representative
of

HOAG-BLAIR COMPANY

OFFICES IN
NEW YORK · CHICAGO

Represented by Blair-TV offices in
DETROIT · BOSTON · SAN FRANCISCO
DALLAS · ST. LOUIS · JACKSONVILLE
LOS ANGELES · SEATTLE

Savannah's preferred-channel station will go on the air February 1st

It's 3 in Savannah
WSAV-TV

NBC CHANNEL THREE

TAMPA CH. 8 GRANT UPHELD BY COURT

Possibility that FCC may be considering changes in certain policies does not justify grant reversal, according to U. S. Court of Appeals ruling involving two-to-one vote.

THE fact that the FCC may be changing its policy on integration of ownership and the concentration of the media of communications is within its right and does not justify a reversal by the judiciary.

That is what the U. S. Court of Appeals said last week in affirming the 1954 FCC grant of Tampa-St. Petersburg, Fla., ch. 8 to the *Tampa Tribune* (WFLA-AM-FM-TV). The court vote was split, two to one, with Circuit Judge David L. Bazelon dissenting. The appeal was taken by unsuccessful applicant Pinellas Broadcasting Co. (*St. Petersburg Times*-WTSP-AM-FM).

In one of the strongest statements made on this subject, the appeals court ruled that "the selection of an awardee from among several qualified applicants is basically a matter of judgment, often difficult and delicate, entrusted by the Congress to the administrative agency . . .

"In the case at bar there appears some suggestion that the Commission has changed, or is changing, its view as to the dominant importance of local ownership and as to the evil of a concentration of the media of mass information. But in so doing it is operating within the area of legislative-executive judgment. The courts cannot interfere so long as the process, the premises, and the judgment are not arbitrary . . . No statutory provision has been violated. The bases for the Commission's selection are clearly set out and are understandable. They are reasoned and not capricious. They rest upon evidence put in the record. All parties had complete procedural opportunities. So far as the record shows, the Commission considered every suggested index of differences between the applicants. The function of the court in this case goes no further than to examine into these features of the matter."

The majority comprised Circuit Judges G. Barrett Prettyman and George T. Washington.

In his dissent, Judge Bazelon held that the FCC did not reach a conclusion as between Pinellas and Tribune Co. regarding the Tribune's "more extensive newspaper and broadcast affiliations." The Commission, Judge Bazelon said, did not consider the comparative merits of Pinellas and Tribune upon all issues.

The Tribune Co. is affiliated in ownership through the David Tennant Bryan family with the *Richmond* (Va.) *Times-Dispatch* and *News-Leader* (WRNL-AM-FM).

Pittsburgh Hearing Begins

HEARING protest of WENS (TV) Pittsburgh against grant of Pittsburgh's ch. 11 to WWSW Inc. (WIIC [TV]), following a merger agreement with WJAS in that city, began before FCC Hearing Examiner Hugh B. Hutchison last week. First three witnesses were William H. Block, publisher of *Pittsburgh Post-Gazette;* Charles E. Kenworthy, counsel for the *Post-Gazette,* and Benjamin Crone, counsel for WJAS. Hearing is on ch. 16 WENS' allegations of finances overlap and ownership changes following the grant to WWSW Inc. Pending outcome of the hearing and a decision by FCC, the ch. 11 station cannot build, Court of Appeals ruled earlier this month [B•T, Jan. 16].

Presidential Coverage

COVERAGE of President Eisenhower's talk last Friday evening was set by most radio-tv networks on a limited basis, although originally the President had planned to speak to fund-raising dinners at hotels in 53 cities only via closed-circuit television. At the suggestion of White House News Secretary James C. Hagerty, broadcast coverage was permitted.

ABC Radio was to broadcast the talk "live" from 10:20-10:30 p.m. EST. NBC planned to use kinescopes of the closed-circuit telecast as film clips on tv news programs and the audio portion on radio news broadcasts. CBS-TV made arrangements to use film clips on news shows. CBS Radio planned to record the speech, but had no rebroadcast plans Thursday. MBS was to pick up three minutes to offer to affiliates for local shows.

Republican National Chairman Leonard W. Hall Wednesday estimated 100,000 persons would attend the $100-a-plate meetings, bringing a gross return of $10 million to the party, to be divided equally between national and state GOP organizations.

Pellegrini Post Goes To Harold I. Baynton

HAROLD I. BAYNTON, 52, transportation counsel for the Senate Interstate & Foreign Commerce Committee, last week was named acting chief counsel of the committee following the death of Frank A. Pellegrini, chief counsel, after a heart attack.

The sudden death of Mr. Pellegrini, 51, on Jan. 14 after he suffered a heart attack while playing golf, caused Committee Chairman Warren G. Magnuson (D-Wash.) to postpone hearings which were to begin last Tuesday in the committee's investigation of tv networks and uhf-vhf troubles. The hearings have been rescheduled to begin this Thursday.

Mr. Baynton has served as counsel for the committee's Surface Transportation Subcommittee since April 1955 and also has worked with the Aviation Subcommittee.

MR. PELLEGRINI MR. BAYNTON

He served during the Truman administration from 1950-52 as assistant attorney general in charge of the Justice Dept's. Office of Alien Property, from 1947-50 was deputy director of that office and before that was legislative counsel to the Justice Dept.

From 1952 until joining the Senate committee he was a partner in the Washington law firm of Martin, Ansberry & Long, which has a general practice and from which he presently is on leave. He has had no previous experience in the communications field. A native of Reno, Nev., he holds an LL.B. degree from Washington College of Law, American U., Washington, and is a trustee of the university.

Mr. Pellegrini joined the committee as chief counsel at the beginning of the 84th Congress [B•T, Jan. 24, 1955], after serving in a legal post with the Labor-Management Maritime Committee, a group jointly representing labor and management in the maritime shipping business. He served as counsel for the Senate committee's Maritime & Fisheries Subcommittee from 1949-50 under Sen. Magnuson's chairmanship of that unit. He and Sen. Magnuson were classmates and friends at the U. of Washington law school.

Mr. Pellegrini's heart attack occurred at the Manor Golf & Country Club at Norbeck, Md., near Washington, D. C.

SENATE TV HEARINGS NOW OPEN THURSDAY

INITIAL HEARINGS in the Senate Interstate & Foreign Commerce Committee's investigation of tv networks and uhf-vhf troubles, which were to begin last Tuesday, have been rescheduled to start this Thursday.

Committee Chairman Warren G. Magnuson (D-Wash.) postponed the hearings to 10 a.m. Thursday after the sudden death Jan. 14 of Frank A. Pellegrini, the Committee's chief counsel, following a heart attack.

The initial hearing is expected to be held Thursday and Friday at the committee's hearing room (G 16) in the U. S. Capitol Bldg.

Mr. Pellegrini was to have supervised the opening hearing and handled certain phases of it, Sen. Magnuson said. He said the unexpected postponement will give the newly appointed counsel for the tv investigation, Kenneth A. Cox, additional time to familiarize himself with the sections of the hearing Mr. Pellegrini had planned to direct.

The delay, Sen. Magnuson said, also will give FCC members added time to prepare their replies to questions put to the Commission by the Senate group [B•T, Jan. 16].

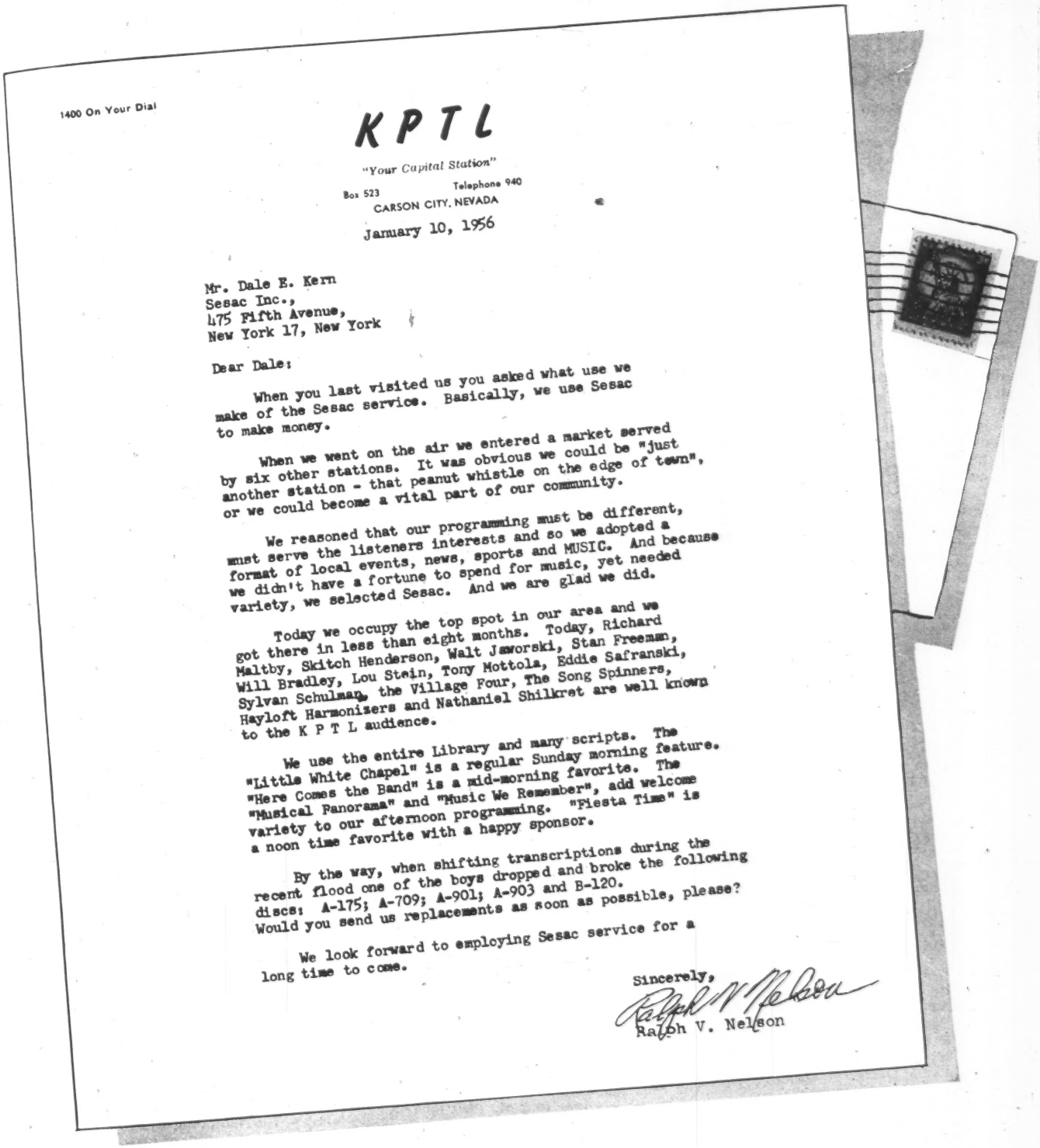
WDSU Files for Control Of Baton Rouge Stations

APPLICATION was filed with the FCC last week for transfer of control of WAFB-AM-FM-TV Baton Rouge, La., from Modern Broadcasting Co. to WDSU Broadcasting Corp. (WDSU-AM-FM-TV New Orleans). WDSU, which now holds 26.7% of Modern, purchases for $148,600 an additional 1,060 shares of stock (31.1%), bringing its total holdings to 57.8%. The sale is subject to FCC approval.

Sellers are Modern Board Chairman Louis E. Prejean and others. Mr. Prejean retains 70 shares, or 2.05%. WDSU principals include Edgar B. Stern Jr., president-67%; Robert D. Swezey, executive vice president-20%; A. Louis Read, vice president-10%, and Lester E. Kabacoff, secretary-treasurer-3%.

Modern listed total assets of $554,571 and total liabilities of $237,237, as of Nov. 30, 1955. WDSU's balance sheet, as of Oct. 31, 1955, showed total assets of $2,215,070 and total liabilities of $373,232. WDSU's net income after federal taxes for 1953 was $232,611; the figure rose to $373,232 in 1954, according to the report.

WAFB-TV is on ch. 28 and is affiliated with CBS and ABC. WAFB, MBS affiliate, is on 1460 kc with power of 5 kw daytime, 1 kw nighttime.



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CARSON CITY, NEVADA

January 10, 1956

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Sesac Inc.,
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New York 17, New York

Dear Dale:

When you last visited us you asked what use we make of the Sesac service. Basically, we use Sesac to make money.

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We reasoned that our programming must be different, must serve the listeners interests and so we adopted a format of local events, news, sports and MUSIC. And because we didn't have a fortune to spend for music, yet needed variety, we selected Sesac. And we are glad we did.

Today we occupy the top spot in our area and we got there in less than eight months. Today, Richard Maltby, Skitch Henderson, Walt Jaworski, Stan Freeman, Will Bradley, Lou Stein, Tony Mottola, Eddie Safranski, Sylvan Schulman, the Village Four, The Song Spinners, Hayloft Harmonizers and Nathaniel Shilkret are well known to the K P T L audience.

We use the entire Library and many scripts. The "Little White Chapel" is a regular Sunday morning feature. "Here Comes the Band" is a mid-morning favorite. The "Musical Panorama" and "Music We Remember", add welcome variety to our afternoon programming. "Fiesta Time" is a noon time favorite with a happy sponsor.

By the way, when shifting transcriptions during the recent flood one of the boys dropped and broke the following discs: A-175; A-709; A-901; A-903 and B-120. Would you send us replacements as soon as possible, please?

We look forward to employing Sesac service for a long time to come.

Sincerely,

Ralph V. Nelson

Thank you, Mr. Nelson —

Sincerely,

SESAC INC.

FCC Authorizes 11 New Am Outlets

GRANTS for 11 new am stations were made last week by the FCC.

Construction permits granted were:

Talladega, Ala.—Confederate Broadcasting Co., 1580 kc, 1 kw day. Equal principals are: Ned Butler, chief engineer, WTLS Tallassee, Ala., and James Hemphill and W. K. Johnston, announcer and salesman, respectively, of WAPF McComb, Miss.

Fort Smith, Ark.—H. Weldon Stamps, 1410 kc, 500 w day. Mr. Stamps is vice president-general manager of KFSA-AM-FM-TV Fort Smith and holds the same position with KBRS Springdale, Ark., and KHBG Okmulgee, Okla. The Commission ruled Mr. Stamps would have to sever these connections.

Madera, Calif.—Mondo Broadcasting Co., 1250 kc, 500 w day. Principals are equal partners: Gene Mondo, 50% owner of beer distributing firm; Robert S. Garrett, commercial manager of KYOS Merced, Calif., and Eugene H. Bell, KYOS program director. The Commission said the KYOS connections must be severed.

Hazelhurst, Ga.—A. M. Thomas, 1450 kc, 250 w unlimited. Mr. Thomas owns a television-appliance store in Jacksonville, Fla.

Toccoa, Ga.—Stephens County Broadcasting Co., 1320 kc, 1 kw day. Among the owners are Roy Gaines, employe of WDUN Gainesville, Ga., and Charles H. Gaines, employe of WLET Toccoa. C. H. Gaines must leave WLET's employ, the Commission stated.

Denison, Iowa—Christen P. Andersen, 1580 kc, 500 w day. Mr. Andersen, retired, was formerly an implement dealer.

Fort Dodge, Iowa—Fort Dodge Broadcasters, 540 kc, 1 kw day. The principals include minority stockholders President Harold W. Cassill, manager of KTRI Sioux City, Iowa, and Vice President Wyman N. Schnepp, KTRI sales staff member.

Henderson, Nev.—Magowan, Jones & Harford, 1280 kc, 5 kw day. The new permittees own KONE Reno, Nev.

Muleshoe, Tex.—David W. Ratliff, 1380 kc, 500 w day. Mr. Ratliff owns KDWT Stamford, Tex.

Tyler, Tex.—Dana W. Adams, 1330 kc, 500 w day. Mr. Adams has real estate and insurance interests.

Fisher, W. Va.—Richard F. Lewis Jr., 690 kc, 500 w day. Mr. Lewis owns WINC, WRFL (FM) Winchester, WFVA Fredericksburg, WSIG Mount Jackson, all Virginia; WHYL Carlisle, WAYZ Waynesboro, both Pennsylvania, and is an applicant for a new am to operate on 1150 kc in Harrisonburg, Va.

WSAY Asks Appeals Court To Cite FCC for Contempt

REQUEST that the U. S. Court of Appeals cite the FCC for contempt of court in not ordering WHEC-TV and WVET-TV Rochester, N. Y., off the air was filed last week by WSAY Rochester, N. Y.

Reciting the chronology of the protest case against the FCC's 1952 grant to the share-time ch. 10 stations, WSAY asked that the appeals court issue a show cause order against the FCC as to why it should not be cited for contempt.

Last July the appeals court ruled that Gordon P. Brown (WSAY owner) should have been given a hearing after establishing his standing to protest the ch. 10 grants. Under existing Sec. 309(c) regulations, this meant that the Commission had to order the two-year-old stations off the air. The Rochester television stations appealed to the U. S. Supreme Court to reverse the lower court's ruling. The Supreme Court refused to accept the appeal last December. On Dec. 21, 1955, the clerk of the Court of Appeals forwarded to the FCC the mandate incorporating the court's ruling of last July. This was stamped as received by the FCC Dec. 22, WSAY claimed.

This mandate was misfiled, according to FCC sources [B•T, Jan. 16].

WSAY claimed that the FCC deliberately delayed obeying the appeals court order until passage of the Sec. 309(c) amendment [B•T, Jan. 16] which would permit the Commission to use its discretion on whether the two ch. 10 stations must go off the air. These "efforts" were made to "negate" the decision of the court, WSAY said. The motion was filed by WSAY attorneys, Roberts & McInnis, Washington.

Drys' Perennial Adv. Bill Set for Hearing Feb. 15-16

ELECTION year is here and with it the perennial effort by the drys to ban liquor advertising. The Senate Interstate & Foreign Commerce Committee has set a hearing for Feb. 15-16 and the House Interstate & Foreign Commerce Committee will follow with a two-day session shortly afterward.

Chairman Warren G. Magnuson (D-Wash.) of the Senate group said proponents of the Senate measure (S 923) will testify the first day and opponents the second day, before the full committee. S 923 was introduced during the first session of the 84th Congress by Sen. William Langer (R-N. D.).

Chairman Percy Priest (D-Tenn.) of the House group said last week the full committee will hold a two-day hearing about the same time, but after the Senate hearing. He has not set exact dates.

He said he has asked proponents of the House bill (HR 4627) to "try to confine themselves to the legal and constitutional questions involved," since other questions were answered at hearings in 1954. He said, however, that he is making no "iron-clad rules" about the phases to be discussed.

HR 4627 was introduced during the first session by Rep. Eugene Siler (D-Ky.)

Similar bills were heard by both the Senate and House groups in the 83d Congress—the House in March 1954 [B•T, March 31, 1954] and the Senate in June 1954 [B•T, June 28, 1954]—and in past Congresses. Neither of these bills were reported from committee.

The Senate committee in 1954 was cooler toward the anti-liquor advertising bill than was the House group, which rebuked the radio-tv and beer and wine industries and asked for a report on activities to curb such advertising. NARTB made such a report to the House group Jan. 1, 1955, indicating that beer and wine ads comprise only a small percentage of total advertising time and revenues.

KCSR Opposes Dry Adv. Bill

KCSR Chadron, Neb., last week went on record against a Senate bill (S 923) which would prohibit advertising of alcoholic beverages on radio and tv and in other advertising media. The station notified its congressional delegation in Washington that, although KCSR carries "very little advertising for anyone connected with alcoholic beverages," the station considers the bill's provisions to be "improper, unfair and discriminatory legislation of the very worst kind," and doubts its constitutionality.

EXAMINER RULES AGAINST WJRT (TV) SITE PROTESTS

Sharfman says Saginaw, Lansing and Cadillac stations failed to prove that Flint v should be prohibited from moving its tower.

THREE Michigan tv stations protesting an FCC grant of a transmitter-site change to WJRT (TV), prospective ch. 12 station for Flint, Mich., failed to meet the required burden of proof on economic injury, misrepresentation and other issues, FCC Hearing Examiner Herbert Sharfman ruled in an initial decision last week.

Mr. Sharfman recommended the FCC allow WJRT (WJR Detroit) to proceed with its grant, which had been postponed pending a hearing on protests by ch. 57 WKNX-TV Saginaw, ch. 54 WTOM-TV Lansing and ch. 13 WWTV (TV) Cadillac.

WJRT last April had its application approved to change transmitter site from Clarkston (19 miles southeast of Flint, 27 miles from Detroit) to Chesaning (20 miles northwest of Flint, 72 miles from Detroit) with CBS affiliation instead of DuMont, as originally proposed.

The three tv stations charged that the new proposals constituted a material change in WJRT's original application, that WJRT "misrepresented and concealed" from the FCC facts regarding its original intentions, and that the new proposals would cause economic injury to the protesting stations. The FCC ordered a hearing on the issues last June [B•T, June 13].

Mr. Sharfman said that the protestants failed to establish that up to the time of its original grant in May 1954, WJRT did not intend to go through with its proposed DuMont affiliation. And although the DuMont Network was still a "going concern" in the summer of 1954, Mr. Sharfman noted, there were portentous signs that an industry-wide observer "could reasonably heed." Mr. Sharfman recognized that WJRT showed considerably less enthusiasm for DuMont after it got the grant, but said there was no proof that its disinterest was not related to DuMont's decline.

Mr. Sharfman discounted allegations by the protestants that WJRT's change in transmitter site was planned before the original grant, but was concealed to improve its competitive position. The stations failed to establish that, at the time of the grant, WJRT did not intend to fulfill its representations, Mr. Sharfman stated.

The examiner conceded that WJRT's operation would force WKNX-TV off the air and would probably cause WWTV to go under, too. But broadcasting is a competitive business, Mr. Sharfman said, and WJRT has equal rights with the protestants in adopting "measures of survival." The allocations plan was devised with the knowledge that economic forces might thwart a strict adherence to it, Mr. Sharfman said.

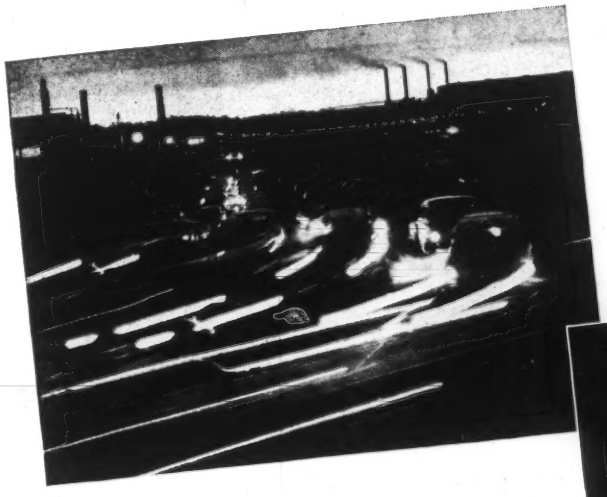
"The measures of self-protection to which WJRT has resorted, severe though they are," Mr. Sharfman said, ". . . have not passed beyond the point where it could be found that it is not exercising its right of free and fair competition. . . ."

B•T Story in 'Record'

SEN. HERBERT H. LEHMAN (D-N. Y.) last week inserted in the *Congressional Record* the entire text of a story, "Labor Turns to Radio," in the Sept. 19, 1955, issue of B•T. The story deals with labor's use of the radio medium and its success.

portrait of a market

. . . where these factors combine for your sales' success



. . . a proven high-income industrial area . . .

. . . a proven year-round vacationland . . .

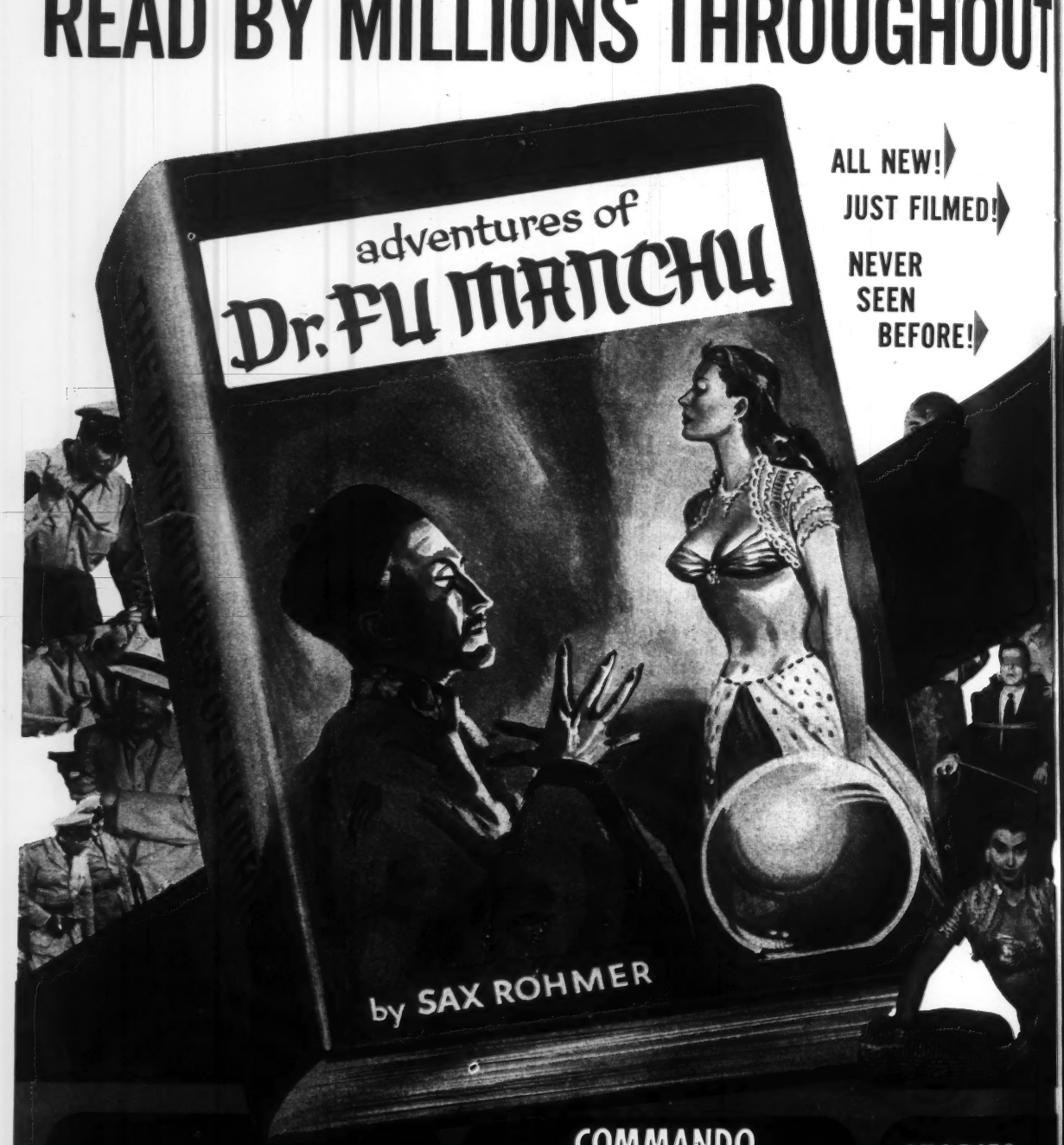
. . . where, with outstanding local and network productions, one station brings dreams to life for 446,200 television families.

Serving Albany, Troy, Schenectady, N. Y. and 30 counties of New York and New England

WRGB

A General Electric Television Station ★ Represented Nationally by NBC SPOT SALES

READ BY MILLIONS THROUGHOUT T



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ALL STAR CAST · 26½ minutes each

COMMANDO CODY
(Sky Marshal of the Universe)
26½ minutes each
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Adventure! Action! Intrigue!

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13–26½ MINUTE SUBJECTS

READY FEB. 1st

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- THE SECRET OF DR. FU MANCHU
- THE PLAGUE OF DR. FU MANCHU
- THE SLAVE OF DR. FU MANCHU
- THE GOLDEN GOD OF DR. FU MANCHU
- DR. FU MANCHU, INC.
- THE VENGEANCE OF DR. FU MANCHU
- DR. FU MANCHU'S RAID
- THE DEATH SHIPS OF DR. FU MANCHU
- THE COUNTERFEITERS OF DR. FU MANCHU
- THE MASTER PLAN OF DR. FU MANCHU
- THE SATELLITES OF DR. FU MANCHU
- THE ASSASSINS OF DR. FU MANCHU

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39 Subjects
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REX ALLEN
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IKE'S BUDGET BOOSTS FCC, USIA OUTLAYS

President's annual recommendations to Congress seeks more funds for regulatory body and Voice of America, boosting the latter's broadcast hours to 44¼ daily.

SUBSTANTIAL INCREASE in funds for the FCC's network investigation and a $6.6 million allocation for the Voice of America's television activity marked the 1957 fiscal year budget recommendations to Congress last week by President Eisenhower. The President's overall $65.9 billion budget compared with the $64.3 billion recommended last year.

The FCC was listed for $7.85 million, compared with $6.87 million the past year. However, a supplemental appropriation to take care of pay raises authorized by the 84th Congress brought the 1956 fiscal year appropriation to $7.3 million.

This sum includes a recommended $141,000 for the FCC network study, compared with the $80,000 Congress appropriated last year. It also includes $118,000 for travel expenses—the increase from $65,000 last year being accounted for by the raise in per diem for government employes, from $9 per day to $12 per day.

The budget message indicated that the average number of FCC employes for the 1957 monetary year would be 1,132. The average for 1956 was estimated at 1,062.

The U. S. Information Agency's budget was put at $135 million, up more than $50 million from 1956's $85.3 million. USIA's radio and tv activities were recommended for $24.15 million, compared with $17.5 million for the previous year. Of this, $6.6 million was allocated to increased tv activities—mostly in quantity and quality of video programs placed on foreign tv stations. At present, VOA places American tv programs on 100 foreign tv stations in 29 countries.

The budget message explained that VOA broadcasts 39 foreign languages and English. Programs originate in the U. S. and at two locations overseas. VOA uses 76 transmitters at seven points in the U. S. and at nine overseas locations. The new budget will permit VOA to broadcast 44¼ hours daily, compared to 30½ hours daily at present.

VOA has about 1,600 employes, with 850 in the U. S. and 750 overseas (of whom 250 are U. S. citizens).

Rep. Heselton Attacks Over-Commercialization

THE PROBLEM of over-commercialization in radio and television has not been solved despite the FCC's reliance on the "cooperation of the industry through self-regulation and self-restraint," Rep. John W. Heselton (R-Mass.) said last week.

Rep. Heselton is author of a bill (HR 5741), introduced in the first session of the 84th Congress, that would amend Sec. 330 of the Communications Act to require FCC regulations providing the proportion of advertising time on any radio or tv program shall not be "excessive" [B•T, April 25, 1955].

In a statement Thursday on the House floor, Rep. Heselton said the FCC adopted comments on HR 5741 admitting that "there have been, and are, abuses in this matter," but adding that "fixed rules by a government agency" would not solve it. The FCC's remarks about industry self-regulation were made with "apparent satisfaction," Rep. Heselton said. He said the FCC also added "the usual bureaucratic gobbledegook about 'budgetary limitations.'"

He commended a column by James O'Neill Jr. in the *Washington Daily News* criticizing a particular program, but said this program is not the "sole offender." He said he is asking FCC comments on Mr. O'Neill's article.

He cited "countless examples of incessant and monotonous abuse of the listening and viewing public which is basically a combination of flagrant bad taste and arrogant indifference," adding that those responsible seem to be "completely unconcerned about the fact that they use the air waves only by sufferance."

WDGY Change Among FCC-Approved Sales

OWNERSHIP CHANGES granted last week were capped by FCC approval of the sale of WDGY Minneapolis for $334,200 by Twin Cities Broadcasting Corp. to Mid-Continent Broadcasting Co. Other major sales approved were for KANS Wichita, Kan., KRUX Glendale, Ariz., and WLBJ-AM-FM Bowling Green, Ky.

Mid-Continent, the new licensee of WDGY, is the owner of KOWH Omaha, Neb., WTIX New Orleans, and WHB Kansas City, Mo.

KANS was sold by Taylor Radio & Tv Corp. to KANS Broadcasting Co. for $100,000. Kenyon Brown and Frank J. Lynch are equal partners in KANS Broadcasting. Mr. Brown owns KWFT Wichita Falls, Tex. [B•T, Jan. 16], is 33% owner of KGLC Miami, Okla., 49% stockholder in KBYE Oklahoma City, and 33.3% owner of KFEQ-AM-TV St. Joseph, Mo. Mr. Lynch has a 49% interest in KBYE and 5.3% in KGLC.

Bartell Broadcasters Inc. purchased KRUX from Radio Arizona Inc. for $70,000. The sale is the exercise of an option given Bartell Broadcasters when it bought KCBQ San Diego, Calif. Bartell also owns WAPL Appleton, Wis., WAKE Atlanta, Ga., WMTV (TV) Madison, Wis., and WOKY Milwaukee.

WLBJ-AM-FM was sold by the Bowling Green Broadcasting Co. to the Greenwood Broadcasting Co. for $60,000. Cy N. Bahakel, owner of WKOZ Kosciusko, WABG Greenwood, both Miss., WKIN Kingsport, Tenn., WPLH Huntington, W. Va., WRIS Roanoke and WWOD Lynchburg, both Va., is the sole owner of Greenwood Broadcasting.

For other ownership changes approved, see FOR THE RECORD, page 93.

Single Director Involved In WCHS-TV Rift, FCC Told

WHAT would appear to be a sharp split in management is only the dissident voice of a single director, WCHS-TV Inc. has told the FCC. WCHS-TV Inc., 60% owner of WCHS-TV Charleston, W. Va., asked the Commission to deny a request by its junior partner, Capital Tv Co. (40% of station), to set for hearing the station's application for a change in transmitter-antenna site [B•T, Jan. 2]. Capital charged that WCHS-TV's public service programming was inadequate and should be improved before it should consider spending money for a site change.

In its rebuttal, WCHS-TV Inc. said the two Capital members of the station's board of directors were split on a proposal to apply for a new site, with the proposal carrying by a 9-to-1 vote. WCHS-TV Inc. told the FCC that Capital is bound by the board decision and as a minority stockholder lacks requisite status before the Commission.

WCHS-TV Inc. further stated that its negotiations to buy Capital's minority interest have reached an impasse and that Capital is using its petition as a "club" to force the purchase. WCHS-TV Inc. presented a rundown of its public service programming, which it said would show that Capital's allegations "are completely without foundation."

House Group Asks Commission About Executive Interference

THE House Small Business Committee's Evins Subcommittee has sent the FCC a "lengthy" questionnaire on allegations of interference by the Executive Branch in Commission decisions, a subcommittee spokesman said last week.

The subcommittee, headed by Rep. Joe L. Evins (D-Tenn.), has indicated hearings will be set after the FCC reply. The spokesman said a questionnaire had been mailed to the FCC earlier, but FCC Chairman George C. McConnaughey had indicated the questionnaire was lost, probably in the holiday mail rush.

The subcommittee is looking into charges that the Executive Branch has influenced decisions by federal regulatory commissions.

WGR Set to Drop Objections To NBC Purchase of WBUF-TV

WGR BUFFALO, N. Y., objections to FCC approval of the sale of ch. 17 WBUF-TV Buffalo, to NBC are scheduled to be dropped, it was understood last week. Protest hearing, scheduled to resume Jan. 16, was postponed indefinitely after all parties agreed to request.

It was understood that WGR board was to meet tomorrow to take up question of whether to continue opposition or not. Recommendation will be to drop action, it was understood.

WGR-TV the NBC affiliate in Buffalo, has fought the purchase of WBUF-TV since its inception last year. NBC bought the uhf station for $312,000 and the FCC approved the transfer [B•T, Sept. 26, 1955]. WGR-TV then protested under Sec. 309 (c), but lost in the efforts to secure a stay order from the U. S. Court of Appeals. In related actions, the court heard argument last week on a motion by the FCC to dismiss an NBC appeal against the Commission's order setting the grant for hearing. Also last week, the Commission denied an NBC petition for continuance of the hearing.

FCC Denies Uhf Petition

LAST November's petition by the Uhf Industry Coordinating Committee that the FCC rescind its Zone I antenna height order [B•T, Dec. 5, 1955] was denied last week. The Commission said that even though the order applies only to a single station (WBEN-TV Buffalo) it met all the requirements for issuance. The order permits tv stations which built towers after the Third Notice but before the 1952 Sixth Report and Order to go to full power. The Sixth Report limited vhf stations in Zone I to 1,000 ft. towers. The Third Report had proposed higher antenna heights and WBEN-TV had applied for and built a 1,250 ft. tower. Because it was over 1,000 ft., ch. 4 WBEN-TV had not been able to radiate maximum 100 kw. Last year's order permitted the *Buffalo News*' station to increase power to 100 kw.

ARE YOU HALF-COVERED IN NEBRASKA'S OTHER BIG MARKET?

42-COUNTY
LINCOLN-LAND AREA TELEPULSE
Share of Audience — September, 1955

	KOLN-TV	"B"	"C"	"D"
MONDAY THRU FRIDAY:				
1:00 — 6:00 p.m.	50	21	13	11*
6:00 — 11:00 p.m.	53	18	14	11*
SATURDAY:				
1:00 — 6:00 p.m.	52	15	15	8
6:00 — 11:00 p.m.	50	13	15	17
SUNDAY:				
1:00 — 6:00 p.m.	34*	36	13	16*
6:00 — 11:00 p.m.	35	22	14	23

*Does not broadcast for complete period and the share of audience is unadjusted for this situation.

KOLN-TV, one of America's great area stations, covers Lincoln-Land, 95.5% OF WHICH IS OUTSIDE THE GRADE "B" AREA OF OMAHA. This important market is as independent of Omaha as South Bend is of Fort Wayne — Hartford of Providence — or Syracuse of Rochester!

Lincoln-Land consists of 42 counties with 200,000 families — *125,000 unduplicated by any other TV station!*

Telepulse credits KOLN-TV with 138.1% more afternoon Lincoln-Land viewers than the next station — 194.4% more nighttime viewers!

Let Avery-Knodel give you the whole story on KOLN-TV, the official CBS-ABC outlet for South Central Nebraska and Northern Kansas.

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

KOLN-TV

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives

AM – TV – FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

House Antimonopoly Unit Asks Testimony on NCAA

REP. PATRICK J. HILLINGS (R-Calif.), who has asked for an investigation of possible monopoly in the National Collegiate Athletic Assn.'s control over televised college football, said last week he has been requested to give his views on the subject before the House Antimonopoly Subcommittee.

Rep. Hillings said he has been asked to appear by Rep. Emanuel Celler (D-N. Y.), chairman of the parent House Judiciary Committee and the subcommittee, and by the ranking Republican on the subcommittee, Rep. Kenneth Keating (R-N. Y.). Rep. Hillings is a member of the Judiciary Committee, but not of the subcommittee.

The California congressman had asked for the probe in a letter to Rep. Celler. The subcommittee plans to hold exploratory hearings perhaps next month on a number of allegations of monopoly within industries regulated by federal agencies, among them the FCC.

Rep. Hillings said he had received complaints from football fans who said they could not see the best games. He said he realized he was dealing with "a delicate subject—we don't want people to think we are trying to control college football."

But, he added, "tv is a regulated industry —the NCAA decides what football will be carried. It seems to me there is a question here that can be explored."

Rep. Hillings said some colleges as well as football fans have complained about NCAA's control over televised college football, and that sponsors, too, must take what is offered.

"If there is no violation of the law, the committee may well wish to consider the possibility of legislation in this regard," Rep. Hillings said.

Allocations Deadline Now Postponed to Feb. 8

SECOND postponement of the deadline (to Feb. 8) for reply comments in the FCC's television allocation proceedings was ordered last week.

The original deadline for comments was Dec. 15, 1955, and for counter-comments Jan. 6. Late in December the FCC moved this latter date to Jan. 20. The additional time was requested two weeks ago by WHIZ-TV Zanesville, Ohio, and WTAP-TV Parkersburg, W. Va. They actually asked for a 30-day extension, but the Commission agreed to 18 days. WHIZ-TV said it was preparing a detailed analysis of the more than 200 comments.

The extension drew dissents from Comrs. John C. Doerfer and Robert E. Lee.

FCC Indicates Hearing For KVAR (TV) Move

PROPOSAL to move its main studio to Phoenix may have to undergo a hearing, the FCC has told KVAR (TV) Mesa, Ariz. The station, which occupies the same building as KTYL-AM-FM Mesa, has complained of signal interference from those stations. KVAR, on ch. 12, asked the FCC for permission to move its studio to an office owned by the station in Phoenix (11¾ miles from the present site).

In announcing that the proposed move may require a hearing, the FCC cited objections from two of the three Phoenix tv stations (KTVK [TV] and KOOL-TV). The Phoenix stations argued that the move would make KVAR a Phoenix outlet in violation of the FCC Table of Assignments. Furthermore, the protestants charged, the move would deprive Mesa of its only tv outlet for local expression. KVAR could eliminate its interference problem by building a new main studio in Mesa, the stations said.

The FCC pointed out that a station must show good cause for locating its main studios outside the principal city it is licensed to serve. There is a direct relation, the Commission stated, between the location of a station's main studio and the manner in which the station fulfills is obligation to serve the needs and interests of its community.

Examiner Recommends Denial Of Paducah, Ky., Am Bid

INITIAL DECISION recommending denial of an application of E. Weaks McKinney-Smith for 1560 kc, 1 kw unlimited at Paducah, Ky., was issued by FCC Hearing Examiner Herbert Sharfman last week.

Mr. Sharfman's decision was not based on the protest of WQXR New York (1560 kc, 10 kw; cp for 50 kw), party to the hearing, which claimed the Paducah grant would cause interference.

The fatal factor, Examiner Sharfman found, was the applicant's failure to comply with the Commission's so-called "10% Rule" (Sec. 328 [c]), which provides a grant may be made if interference received does not affect more than 10% of the people within the proposed station's primary service area.

Mr. Sharfman found that co-channel interference would deprive service to 17% of the population within the applicant's normally-protected nighttime contour. Although the 10% requirement can be waived if a proposed station will provide a community with a first nighttime service or if 25% or more of the people in the proposed nighttime service area are without a primary service, Mr. Sharfman found that the Paducah applicant failed to properly meet these requirements.

Bid to Raise Bay City Tower Opposed by WJIM-TV Lansing

A PROTEST was lodged with the FCC last week against an application of WNEM-TV Bay City, Mich., for an increase in tower height from 520 to 1,000 ft. Entering objection to WNEM-TV's proposed increase was WJIM-TV Lansing, which last November was granted FCC authority to increase its own present 440-ft. tower height to 980 ft. WNEM-TV and WJIM-TV, both with 100-kw power, are on chs. 5 and 6, respectively.

WJIM-TV said that WNEM-TV's proposed operation would cause interference within the Grade B contour of WJIM-TV. Under WJIM-TV's present operation this interference would affect an area of 529 sq. miles or 33,580 people; under its planned 980-ft. operation it would involve 849 sq. miles or 156,999 people, the Lansing station maintained. The interference would prejudice advertisers against WJIM-TV, causing it economic injury, the station claimed.

ABC-XETV (TV) Pact Stayed

LONG-CONTESTED ABC affiliation with ch. 6 XETV (TV) Tijuanna, Mexico—granted last November [B•T, Nov. 28, 1955]—was stayed last week by the FCC following official protests by KFMB-TV and KFSD-TV San Diego, Calif. San Diego is 15 miles from Tijuana and the American vhf stations claimed the Mexican station was in reality programming for the San Diego market. KFMB-TV is NBC and CBS; KFSD-TV is ABC. Both claimed that XETV was broadcasting "low quality" programs and that the ABC affiliation would result in unfair competition with the American broadcasters. The Commission, with Comrs. Edward M. Webster and John C. Doerfer dissenting, set a long list of issues, to be proved by the protestants. They include mainly questions of alleged deception, operations and program content. Hearing was ordered to be held March 19.

One Clovis, N. M., Applicant Asks to Withdraw Tv Request

ONE of two contestants for ch. 12 at Clovis, N. M., last week asked the FCC for permission to withdraw its application. Video Independent Theatres Inc., whose application for the Clovis facility was set for hearing with KICA there, told the Commission that it foresaw difficulties in competing with KICA because of that station's high standing in the community.

Video, which proposed a low-power tv operation, expressed doubt, however, that Clovis could support the high-power, expensive operation contemplated by KICA. Video said that KICA had agreed to make partial reimbursement for out-of-pocket expenses incurred by Video in the prosecution of its application. Payment, $2,000, will be made 10 days following the issuance of a final grant to KICA. Video listed its expenses at $2,758.

WEOL Renewal Hearing Ends With Newspapers in Default

HEARING on protest against license renewal of WEOL Elyria, Ohio, opposed by *Lorain Journal* and *Mansfield Journal*, began and ended same day last week when FCC Hearing Examiner Herbert Sharfman ruled the two newspapers in default.

The newspapers had asked the examiner to postpone the hearing until the FCC acted on two petitions against previous rulings by the examiner. The examiner refused, and counsel for the newspapers refused to begin the case when ordered to do so.

At issue in the controversy is whether the newspapers have to bear the burden of proof against WEOL's renewal, or whether the station has to defend itself. The examiner ruled that the Commission's order required the newspapers to bear the burden of proof; but the newspapers claimed that the station must accept the burden. Last week the FCC turned down the newspapers' petition seeking to put the burden on the station. Still pending is the newspapers' request to enlarge the issues.

FCC Okays WNYC-FM Plan To Multiplex Weather News

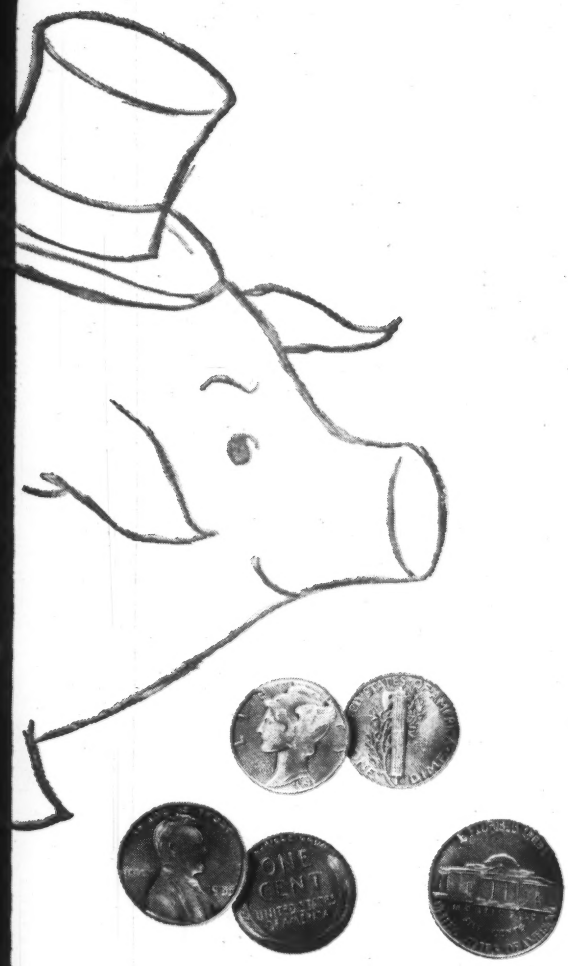
FIRST FCC authorization to provide cost-free, continuous weather broadcasts on a multiplex basis was granted last week to WNYC-FM New York, municipally-owned station. This is the 45th subsidiary communications authorization issued to date; the other 44 were awarded to background music and storecasting operations.

WNYC-FM is authorized to provide, on a cost-free basis, continuous weather broadcasts to any person or group having the necessary receiving equipment. WNYC-FM said the service will provide valuable information to the police department, fire department, transportation companies, maritime interests and other agencies which benefit from comprehensive, up-to-the-minute weather information.

Under the authorization, the weather broadcasts would be made available, also without cost, for retransmission by any stations in WNYC-FM's service area.

WHBQ Radio and Television
Memphis, Tennessee
Proudly announces
the appointment of
H-R TELEVISION, INC.
REPRESENTATIVES, INC.
as national representatives
effective
February 1, 1956, for radio
March 1, 1956, for television
WHBQ
MEMPHIS, TENNESSEE

abc-tv's "afternoon film festival" serves up nighttime quality at daytime prices



Topnotch TV at piggy-bank rates! Nighttime quality at daytime prices! No matter how it's phrased, ABC-TV's great new *Afternoon Film Festival* is television's most remarkable participation buy. Each weekday afternoon a superb motion picture never before seen on TV. Films like *The Captive Heart, Genevieve, Desperate Moment, The Cruel Sea.* Famous stars like *Jean Simmons, Peggy Cummins, Stewart Granger, James Mason, Deborah Kerr.* Personable Allyn Edwards is the host . . . and *your* salesman. The buying plan is flexible. The time slot (3 to 5 p. m. EST) seems sure to produce excellent ratings. Get all the facts on this exciting new participation buy today.

your host, Allyn Edwards

abc television network

7 W. 66th St., New York 23, N. Y., *SUsquehanna 7-5000*
20 North Wacker Drive, Chicago, Ill., *ANdover 3-0800*
277 Golden Gate, San Francisco, *UNderhill 3-0077*

STATION MANAGERS DISCUSS COLOR TV

REVIEW of developments and objectives in color programming, merchandising and budgeting as well as a "fill-in" on the NBC acquisition of stations in Buffalo, Philadelphia and New Britain, Conn., highlighted a closed session of managers of NBC-owned radio and tv stations held Monday and Tuesday in New York.

At the meeting, Charles R. Denny, vice president of NBC-owned stations and NBC Spot Sales, reported on sales increases among the stations [B•T, Jan. 11]. Plans for the division's new "Window" department store color program concept were discussed. On Tuesday, a special five-minute segment of Jinx Falkenburg's daily show on WRCA-TV New York (which is telecast daily in color) was devoted to a demonstration of "Window" as it had been shown to the National Retail Dry Goods Assn. convention the week before. The actual on-air presentation was introduced to home viewers, and to the managers who watched the program on color receivers at the Hotel Plaza, by Hamilton Shea, NBC vice president in charge of WRCA-TV.

MANAGERS of NBC-owned stations review sales records with two NBC executives during last week's two-day meeting in New York. L to r: seated, Thomas B. McFadden, vice president, NBC Spot Sales; Charles R. Denny, vice president, NBC owned stations and NBC Spot Sales, and Jules Herbuveaux, WMAQ-WNBQ (TV) Chicago; standing, Hamilton Shea, WRCA-AM-TV New York; Carleton Smith, WRC-AM-TV Washington; William K. McDaniel, KNBC San Francisco; Lloyd Yoder, WTAM-WNBK (TV) Cleveland; Thomas McCray, KRCA (TV) Los Angeles, and Charles C. Bevis Jr., WBUF-TV Buffalo.

Special Program Jan. 30 To Mark KPAR-TV Debut

SPECIAL ceremonies Jan. 30 will mark the opening of KPAR-TV Sweetwater, Tex., as a satellite operation of KDUB-TV Lubbock. W. D. (Dub) Rogers Jr., president of Texas Telecasting Inc., operator of the two stations, said that viewers would be taken on a tour of the ch. 12 outlet's facilities during a special three-hour telecast.

Although a satellite, a full-time staff will be maintained at KPAR-TV to originate local programming. Time at the new facility may be purchased separately or at special combination rates with KDUB-TV, Mr. Rogers said. KPAR-TV plans to begin regular 18-hour daily programming Jan. 31.

KHPL-TV Goes on Air Jan. 29

KHPL-TV Hayes Center, Neb., ch. 2 satellite of KHOL-TV Holdrege, will begin telecasting Jan. 29 with a special program from the parent station's studios. Dignitaries from Nebraska, Kansas and Colorado, are expected to participate in the opening ceremonies, with music furnished by the McCook (Neb.) High School band.

KAKE's Fletcher Retires

GRAEME FLETCHER announced his resignation last week as vice president-general manager of KAKE Wichita, Kan., effective Dec. 1, 1955, while he was recuperating from an illness.

MR. FLETCHER

Mr. Fletcher had been with KAKE since it began in September 1947, first as program director and as general manager since April 15, 1954. Mr. Fletcher entered broadcasting in 1934 with WFBC Greenville, S. C. He has no future plans beyond an extended vacation.

WBIG Building Dedication Held on 30th Anniversary

A NEW BUILDING that houses executive offices, studio and transmitter facilities was dedicated Sunday by WBIG Greensboro, N. C., Jefferson Standard Life Insurance Co. outlet, on the station's 30th anniversary, according to Allen Wannamaker, vice president and general manager.

A 2½-hour dedicatory program included transcribed messages from Gov. Luther H. Hodges; Mayor R. Boyd Morris of Greensboro; Howard Holderness, president, and Joseph M. Bryan, vice president, of Jefferson Standard; Perry Como, Edward R. Murrow and Douglas Edwards, of CBS, and Eddie Cameron, Duke U. athletic director. The new plant is located at 2838 Battleground Road.

Back to Join WFIL-AM-TV

GUNNAR BACK, nationally-known commentator and ABC Washington correspondent, has been named director of news and special events at WFIL-AM-TV Philadelphia. Mr. Back assumes his new duties Feb. 6, according to Roger W. Clipp, general manager of the radio and tv division of Triangle Publications Inc., licensee of the Philadelphia outlets.

WHAS-TV Issues New Rates

WHAS-TV Louisville, Ky., has announced a new rate card, No. 8, effective Feb. 1.

The station has established a Class AA time bracket from 7 to 10 p.m., Sunday through Saturday, with a one time hourly rate of $1,000. The Class AA minute announcement rate is $200. Also established is a new time period for 30 second break announcements.

Walter Compton Signed As WOL News Commentator

WALTER COMPTON, 20-year radio-tv veteran, and MBS White House correspondent from 1937 to 1945, has been signed as news reporter-commentator for WOL-AM-FM Washington.

MR. COMPTON

Mr. Compton, who assumes his new duties effective today (Monday), will handle Monday-Friday morning and evening newscasts (7:30, 8:00, 8:30, 9:00 a.m.; 5:00, 6:15 p.m.). His morning shows will be five-minute news roundups and his evening stints will analyze the day's events.

Mr. Compton is a former manager of WAAM (TV) Baltimore and WTTG (TV) Washington. Additionally, he has been a newscaster for WHN New York.

During his first stay in Washington, WOL was MBS' Washington outlet where Mr. Compton originated and emceed the *Double or Nothing* program, besides covering his regular White House duties for Mutual.

Young Firms Change Names

ADAM YOUNG TELEVISION Corp. and Adam J. Young Jr. Inc., national station representatives, officially announced last week a change in corporate name to Young Television Corp. and Adam Young Corp., respectively.

WIBW-TV Camera Covers Kansas Legislature Sessions

CURRENT SESSIONS of the Kansas Legislature are being covered daily by WIBW-TV Topeka, described by the station as the first such coverage in state history.

Using a sound-film camera, WIBW-TV films the sessions for the 6 p.m. newscast by Dick Upton, WIBW-TV news director.

Another precedent in legislative coverage has been made by WSAZ-AM-TV Huntington, W. Va., which covered the opening session of the West Virginia Legislature [B•T, Jan. 16.] President Harold E. Fellows, NARTB, called the legislative coverage "an historic event and a real advance in our efforts to achieve greater freedom of information for the American people." He added that it showed "these media can operate unobtrusively without disturbing the decorum of the proceedings."

GENE McKINNEY, news cameraman of WIBW-TV Topeka, covers the Kansas Legislature with sound-on-film camera.

WRIT Wins Decision on Tapes

THE UTILITIES Committee of the Milwaukee Common Council last week recommended that WRIT in that city be permitted to continue making tape recordings of the fire department dispatcher's daily report.

The Milwaukee station earlier had charged Fire Chief Edward Wischer with violating "freedom of the press" in ordering the tape recordings discontinued. The fire chief, who attended last week's meeting of the Common Council committee, agreed to the committee's recommendation, it was reported.

The Proof

KEY HERBERT, WBAP-TV Ft. Worth cameraman-reporter, made a sound-on-film motion picture of a meeting of Texas senators discussing whether or not Mr. Herbert and his camera should be admitted to the Texas Senate committee investigating insurance scandals without the senators being aware that they were being filmed and recorded.

Permission was denied.

Doyle Vinson, WBAP-TV news film director, said the fact that the pre-hearing was filmed without the senators awareness was evidence that sound-on-film coverage of the hearing would not have interfered with the proceedings.

"If the presence of a television news camera in the hearing room would have resulted in a 'show' or 'production' as some senators suggested, then those responsible . . . would have been someone other than the news cameraman," Mr. Vinson said.

Sooners to Visit Soviet

THIRTY Oklahomans will make a three-week tour of the Soviet Union in May under the combined auspices of WKY-AM-TV and *The Daily Oklahoman,* Oklahoma City stations and newspaper.

The touring party will be composed of 28 Sooner agricultural and livestock men and two newsmen, WKY-AM-TV reporter Richard John and Roy P. Stewart, staff writer for *The Daily Oklahoman.*

The tour, which has been months in the making, was conceived last August by P. A. Sugg, WKY-AM-TV manager, who negotiated with the U. S. Dept. of State and later directly with the Soviet Union to complete arrangements.

WSRS Cleveland Features 'Big Week-End' Competition

WSRS Cleveland, currently is featuring a "Big Week-End" contest in which employes of local companies may get two extra days off from work.

Workers are invited to enter the contest, in which the radio station serves as the intermediary, after getting permission from employers who agree to donate a "bonus vacation of Friday through Monday away from work." WSRS announces several winners, over the air each day, and the station then conducts an interview concerning the company involved, giving information about its product and its contribution to the community.

As an added inducement for companies to participate, WSRS is pointing out that the expense involved by the company in giving workers two extra days off "is tax deductible."

Three Department Heads Appointed by KPTV (TV)

THREE department head changes at KPTV (TV) Portland, Ore., were announced last week by Frank J. Riordan, managing director.

Don Tykeson, sales manager, was named national sales manager; D. Donald Lonie Jr., promotion manager, became local sales manager, and Albert R. McLaughlin, continuity director, replaced Mr. Lonie as promotion manager. All three men have been with KPTV from two to three years.

Radio Release-Newspaper Ad Decried by KSJO's Manager

THE PRACTICE by some companies of sending "news releases" to radio stations and then inserting the same information in paid newspaper advertisements was assailed last week by Norman Paul, general manager of KSJO San Jose, Calif.

In the wake of the flood disaster in California, KSJO received a release from an electrical products manufacturing concern telling how the company helped flood victims, said Mr. Paul.

"We then find in the local press a paid ad . . . containing the same copy, word for word, as received in the so-called radio news release," the station manager declared.

"KSJO's news department is set up to gather and write news and not to boil down advertising copy. The (company's) publicity office has been notified of this fact along with a copy of our rate card. . . . We sincerely trust other broadcasters are following suit. . . ."

One-Cent Sale on Spots Found Successful at WILD

A PACKAGE announcement campaign using a one-cent-per-spot inducement, started Jan. 9 by WILD Birmingham, Ala., has succeeded far beyond expectations, according to Tom Thurman, vice president-sales manager. WILD has been operated since Jan. 1 by Gordon Broadcasting Co., also owner of WSAI Cincinnati. Charles Black is WILD vice president-general manager.

The plan was adopted to promote the station's new program format of music, news and sports, and to bring in new local advertisers. Local advertisers are offered 50 spots at one cent each for every 50 announcements bought at the published rate. The announcements must be used prior to Feb. 25.

A similar plan for national advertisers will be announced by WILD, with a saturation package based on 12 weekly announcements for $144 plus another 12 for a cent each, or $144.12 for 24 announcements, for example. The general plan resembles the local promotion.

In effect, WILD is offering roughly a 50% discount on its get-acquainted deal. Mr. Thurman told B•T Thursday that 28 local advertising packages had been sold in two weeks, many of them to new clients. The list includes auto dealers, three oil companies, Arthur Murray dance studio, two tire firms, a dry cleaner and others. Under its 15-minute protection policy, Mr. Thurman said, the station is unable to take any more automotive business for the time being. A new rate card based on a 10% increase has been announced.

KNXT (TV) Expands Class AA, Increases Charges on Spots

KNXT (TV) Hollywood has extended its Class AA time to include the 7:30-10 p.m. period (formerly 8-10) and increased spot rates, according to Austin Heywood, KNXT press information.

Class AA rates for a minute spot were upped from $600 to $700, Class A, $400 to $500, Class B, $250 to $300, and Class C and D rates remain the same. Rates on *The Big News,* a late-evening news show, have gone from $500 to $600 for 12-minute and $300 to $400 for six-minute segments.

KAAA Changes to KCUE

KCUE are the new call letters for KAAA Red Wing, Minn., newly-purchased by the Hiawatha Valley Broadcasting Co. from the Red Wing Broadcasting Co.

MR. ELSTON

Owners of KCUE are Nicholas Tedesco, St. Paul, Minn., president; Gene Elston, Red Wing, vice president and general manager, and Victor Tedesco, St. Paul, treasurer. The Tedescos also own WKIJ Sparta, Wis., and WCOW St. Paul.

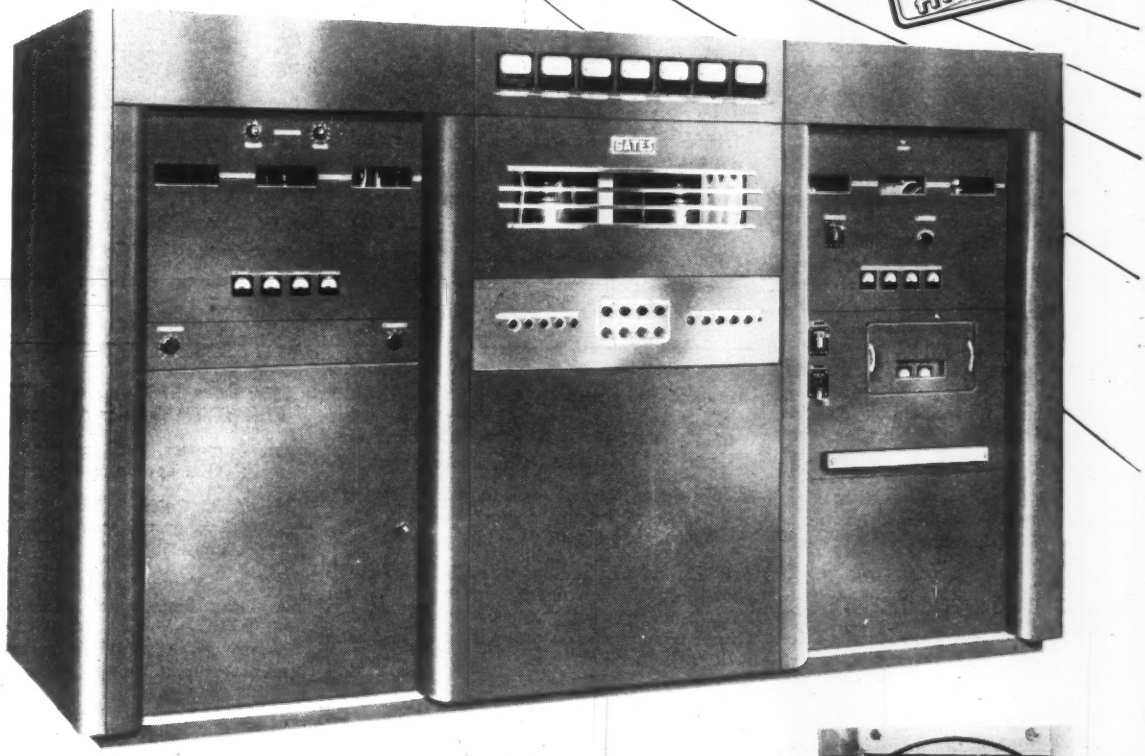
Mr. Elson previously was radio-tv director for the W. D. Lyon Advertising Agency in Cedar Rapids, Iowa.

GATES

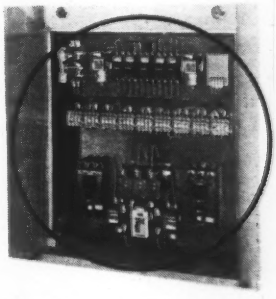
PACE SETTER

in the 5KW field....

GATES HI-WATTER SERIES — MORE WATTS PER DOLLAR INVESTMENT



Pace-setting quality and performance in the 5KW field, the Gates BC-5E is logically the price pace-setter too. — Here is the big transmitter, the transmitter that is quality all the way! Modestly priced because broadcasting equipment is our major business. All engineering, mechanical, electrical and production is geared to better methods, new ways of doing things, or—build it better through *manufacturing engineering* and it will cost less and save broadcasters untold thousands. Only quality determines price. — Perhaps that is why the Gates price list is often the industry index.



Quality Pace-Setter: 27 relays and circuit breakers guard every circuit and make the engineer's life a happier one.

GATES RADIO COMPANY, Quincy, Ill., U. S. A.

Manufacturing Engineers Since 1922

OFFICES — NEW YORK · WASHINGTON, D. C. · LOS ANGELES · HOUSTON · ATLANTA

Illinois Supreme Court Will Review Duggan Case

CONTEMPT CITATION against Tom Duggan, commentator at WBKB (TV) Chicago, has been scheduled for review by the Illinois Supreme Court, it has been announced in Springfield.

The court has agreed to consider a petition for writ of error in which Mr. Duggan (Thomas Duggan Goss) claims 41 errors in his conviction by a Cook County Superior Court last December [B•T, Dec. 19, 1955]. He subsequently was fined $100 and sentenced to 10 days imprisonment.

Mr. Duggan claims the conviction violated the first or "free speech" amendment to the Constitution. In ruling contempt, Superior Court Judge Daniel A. Covelli described the case as "precedent-setting" in his court because it was faced for the first time with "remarks passed on television."

Mrs. George Clough Dies

HELEN DEAN WALDRON CLOUGH, 64, a pioneer with her husband, Galveston Mayor George R. Clough, in radio broadcasting in the Galveston area, died Jan. 13 after suffering a heart attack. In 1923 Mrs. Clough helped her husband start KFLX (now KLUF) Galveston in their home and took an active role in the station until her death.

KNX-CPRN Billings Up

COMBINED billings for KNX Los Angeles and the Columbia Pacific Radio Network were higher in 1955 than any year during the past five, according to Donald M. Ross, KNX-CPRN general sales manager. KNX business was up 16% over 1954 with local billings showing a 24% increase. CPRN registered a 12% overall increase.

REPRESENTATIVE APPOINTMENTS

WGEM-TV Quincy, Ill., appoints Young Television Corp. as its national advertising representative, effective immediately, and its radio affiliate, WGEM, will be represented by Adam Young Inc.

REPRESENTATIVE PEOPLE

Stephen R. Rintoul Jr., merchandising department, Time Inc., N. Y., to Venard, Rintoul & McConnell Inc., N. Y.

STATION PEOPLE

William R. Craig, program director, WHAP Hopewell, Va., appointed manager of station, succeeding **John Sadler,** resigned to leave field.

MR. CRAIG

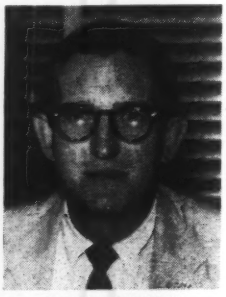
Julius Schainblatt, operations manager, KTVI (TV) St. Louis, promoted to general manager. He has been with station since August 1953, when it went on air. **Jack M. Murdock,** production manager, KTVI appointed program director, succeeding **Ted Westcott,** to Chicago office of D'Arcy Adv. Co., St. Louis, as radio-tv department head.

Ed Dahl, general manager, KNCM Moberly, Mo., to KLIK Jefferson City, Mo., as general manager. **Bill Cannady,** news director, KNCM to KLIK as news director. He will be succeeded at KNCM by **John Steele,** former news director, WFBR Baltimore.

R. T. Carlsen, former account executive, KSFO San Francisco, appointed general sales manager, KGDM Stockton, Calif.

Ted L. Snider, station manager, KOAT-TV Albuquerque, appointed general manager, KXOC Chico, Calif., by new owner **Jack O. Gross,** with whom he was formerly associated at KFMB-TV San Diego.

James A. Washburn, producer-director, KONA (TV) Honolulu, appointed program manager of new All Islands Television Network (KONA and KMVI-TV Maui). **Martin F. Rohde,** film producer formerly with KFMB-TV San Diego, to KONA sales staff. **Helen O'Connor,** WFJL Chicago, to KONA as promotion assistant. **Doug Muir,** KUOW (FM) Seattle, U. of Washington station, named graphic arts director, KONA.



MR. WASHBURN

Charles W. Curtin, promotion and public relations director, WEAT-AM-TV West Palm Beach, Fla., named to additional post of sales manager, WEAT.

Philip A. Roewe, WKDA Nashville, Tenn., to KPDQ Portland, Ore., as sales manager.

Bill Brown, manager, KDKD Clinton, Mo., to KLEE Ottumwa, Iowa, as commercial manager. **Tom Adams,** announcer, KDKD, to KUDL Kansas City, Mo., as announcer.

Robert Lindley, KTSM-TV El Paso, Tex., to KBST-TV Big Spring, Tex., as production manager. **John McMinn,** WFAA-TV Dallas, Tex., to KBST-TV as sales manager.

Ben Summers, staff announcer, WKLE Washington, Ga., appointed program director.

Edwin J. Coles, WTIK Durham, N. C. appointed program director, WSTC-AM-FM Stamford, Conn.

Bill N. Yancy art director, WOAI-TV San Antonio, Tex., appointed promotion manager of WOAI-AM-TV. **Randall Clay,** sports director, WOAI-AM-TV, named merchandising manager in addition to present duties.

Norrie West, Bay Area publicist, to KOVR (TV) Stockton-San Francisco, Calif., as publicity-promotion director, replacing **Gordon Grannis** who has shifted to station's sales staff.

Kenneth R. Kurtz to WBBQ Augusta, Ga., as news director.

Deen H. Brooks, former production manager, WKWK Wheeling, W. Va., to WSAZ-TV Huntington, W. Va., as coordinator of color production.

Peter B. Kenney, executive vice president and general manager, WKNB-AM-TV New Britain, Conn., named "outstanding young boss in business" by New Britain Chamber of Commerce.

Hazel Reed, secretary to Bill Bennett, sales manager, KTRK (TV) Houston, Tex., married to Jimmie Smith, Jan. 13.

Jack West, assistant sports director and staff announcer, WJDX-WLBT (TV) Jackson, Miss., father of girl, Michaele Dawn, Jan. 3.

Jack Annon, producer-director KGMB-TV Honolulu, Hawaii, married to Lei Becker, Dec. 31.

Wayne Muller, national sales manager, KBIG Catalina, Calif., father of girl, Elizabeth Gail, Jan. 3.

Bob McVay, sports director, KYOS Merced, Calif., father of boy, Steven Brown, Jan. 5.

THESE bow-tied and boutonniered men, among those present at a party given in WKZO-AM-TV Kalamazoo, Mich., marking the 25th anniversary of its radio operation, are (l to r): seated, Bill Harms, Avery-Knodel; Carl E. Lee, vice president, Fetzer Broadcasting Co. and managing director, WKZO-AM-TV; J. W. (Bill) Knodel, Chicago manager, Avery-Knodel; John E. Fetzer, president, Fetzer Broadcasting Co., and Ray Niehengen, Avery-Knodel; standing, Bob Alexander, Roger O'Sullivan and Hub Jackson, all Avery-Knodel. Approximately 500 attended the celebration.

THE FUND FOR THE REPUBLIC

Announces

The Robert E. Sherwood Awards

For television programs dealing with American liberty and freedom, as presented on commercial television between October 1, 1955, and May 31, 1956

$20,000 for the best network drama

$20,000 for the best network documentary

$15,000 for the best production of either type by an independent station

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Nominations of candidates for the Awards may be made by anyone. *Members of the television industry* and the general public are urged to write or call:

The Robert E. Sherwood Television Awards – Fund for the Republic, 60 East 42nd Street, New York 17, N. Y., MUrray Hill 2-1250

The Jurors

KERMIT BLOOMGARDEN
Theatre Producer

GARDNER COWLES
President
DES MOINES REGISTER AND TRIBUNE CO. AND COWLES MAGAZINES, INC.

BUELL G. GALLAGHER
President
COLLEGE OF THE CITY OF NEW YORK

ROBERT M. PURCELL
Managing Director
KEYD-TV

MRS. ELEANOR ROOSEVELT

GILBERT SELDES
Author and Critic

ROBERT TAFT, JR.
Attorney
TAFT, STETTINIUS & HOLLISTER

HARRISON TWEED
Attorney
MILBANK, TWEED, HOPE & HADLEY

PHILIP H. WILLKIE
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The Fund for the Republic, Inc.

60 EAST 42ND STREET • NEW YORK 17, N. Y.

PAUL G. HOFFMAN, *Chairman of the Board*

ROBERT M. HUTCHINS, *President*

FOUR ELECTED VICE PRESIDENTS AT ABC

Foster leaves CBS-TV to head ABC press relations and advertising. Lewine, Stabile and Weinbach are promoted from within network's ranks.

MICHAEL J. FOSTER, manager of CBS-TV press relations, was named last week by ABC President Robert E. Kintner as one of four new ABC vice presidents.

Mr. Foster, who has served with CBS since 1938, has been elected vice president in charge of press information and advertising at ABC. The three other new vice presidents are Robert F. Lewine, director of ABC-TV's program department; James A. Stabile, director of the business affairs department, and Mortimer Weinbach, director of labor relations and personnel.

Mr. Foster will assume his newly created post on Jan. 30. He will supervise publicity, advertising and promotion activities, according to Mr. Kintner. John H. Eckstein, director of advertising and promotion, and Adolph L. Seton, manager of publicity, will continue in their posts, reporting to Mr. Foster.

Mr. Foster, a member of the New York

MR. FOSTER

MR. LEWINE

MR. STABILE MR. WEINBACH

bar, was a sports writer and reporter with the *New York Journal-American* and the *New York Times* before joining CBS.

Mr. Lewine was appointed to his present post in September 1954, moving from eastern program director at ABC. Before he joined the network (February 1953), he was director of the radio and tv department at Hirshon-Garfield Inc., New York. His other associations included that of independent motion picture and tv consultant. ABC credits Mr. Lewine with coordinating various production and programming details between the network and Walt Disney Productions Inc., Burbank, Calif., for the Wednesday evening *Disneyland* and the weekday *Mickey Mouse Club*.

After joining ABC's legal department in 1951, Mr. Stabile became successively administration manager for the ABC-TV network program department and in February 1954, head of ABC's business affairs department. Prior to the ABC association, he was with the William Morris Agency as an attorney handling negotiations and preparations for radio and tv packages and licensing rights for programs and program titles.

With ABC since January 1951, when he was business manager of the radio program department, Mr. Weinbach was appointed national director of tv operations a year later, director of labor relations in July 1953 and earlier this month (Jan. 4) director of personnel and labor relations. His other associations included service with the U. S. General Counsel's office, the legal department of Music Corp. of America and talent and program negotiator at CBS.

Tie-Up Package Offered On ABC's Film Programs

ADVERTISERS are being offered a tie-up package involving ABC-TV's two feature film programs—*Famous Film Festival* (Sundays, 7:30-9 p.m. EST) and *Afternoon Film Festival* (Mon.-Fri., 3-5 p.m. EST).

The Sunday show has been on the network since last fall whereas the weekday program series made its debut only last Monday.

Called "Package Incentive Plan," the network's proposal permits an advertiser who purchases 13 to 25 participations in *Afternoon* at $2,500 to $1,600 per 60-second participation, depending on discounts, to purchase the equivalent in *Famous Films* for $6,000 per participation compared to the usual $6,500 per participation cost. Further adjustments are made as participations increase. For example, 26 to 38 in *Afternoon* brings cost per participation in *Famous Films* down to $5,500; 39 or more in *Afternoon* down to $5,000 per participation in *Famous Films*. According to ABC-TV's schedule, participations on *Afternoon* must be ordered on or before next Sept. 1 and *Famous Films* on or before next Aug. 26, to qualify under the incentive plan. *Afternoon* offers four 90-second and 12 60-second commercials per day.

NBC-TV Plans to Try Color On Seven of Its Top Shows

MARKING the second phase of a series of tests with the network's color mobile unit, NBC-TV last week announced plans to originate seven top programs in color during the next few weeks from Hollywood.

Personalities whose shows are scheduled for colorcasting include Tennessee Ernie Ford, Pinky Lee, Tony Martin, Dinah Shore, Eddie Fisher, Jack Bailey and Jimmy Durante. At present, none of the programs mentioned is set for permanent colorcasting, but these test programs by the network's color mobile unit will determine what architectural changes may be necessary to convert some of the network's present black-and-white facilities to color studios, according to Fred Wile Jr., vice president in charge of programming for NBC's Pacific Div. and Thomas W. Sarnoff, director of production.

Several weeks ago the unit was used to telecast *NBC Matinee Theatre's* production of "All the Trees of the Field" at Rancho Rinconada in the San Fernando Valley's Woodland Hills. As a result, NBC has assigned Alan Neuman, director-producer of the show, to develop additional outdoor color dramas.

'Comedy Hour' Minus Lip

LEO DUROCHER, former pilot of the New York Giants baseball club and now an NBC executive, has been pulled from NBC-TV's talent batting lineup of the *Comedy Hour* program. Mr. Durocher was m.c. of the new NBC show which faces (8-9 p.m. EST) the formidable *Ed Sullivan Show* on CBS-TV on Sundays. Substitute for still-an-NBC-executive Durocher? Over the weekend the show was slated to go without an m.c., a situation that an NBC spokesman said Thursday may be permanent.

ROVING ELECTION-YEAR UNIT SET BY CBS NEWS

Twelve-man team to provide on-the-spot coverage of developments preceding and throughout political campaign.

A ROVING, 12-man radio-tv reporting team is being created by CBS News to cover political news developments throughout the nation this election year, starting the last week in February.

John F. Day, director of CBS News, is announcing formation of the unit today (Monday). He said its members will travel by plane, train and automobile to cover the major state primary elections, the "front runners" and the "dark horses," and the significant political stories as they develop.

"Frankly," he said, "this is an expensive, highly complicated venture, and is in addition to our plans for comprehensive coverage of the national conventions. But we're convinced that 1956 is going to be the most exciting and unpredictable political year in American history. It will take a team of the size and calibre of our 'Campaign Cavalcade' to do justice to the story."

Two CBS News correspondents, on a rotating basis, will be with the unit at all times. Permanent members include an assignment chief, a reporter, two film cameramen, a lighting technician, a film sound cameraman, a radio engineer to record speeches and interviews, a business manager and two general assistants.

Chief responsibility of the unit, which is called the "CBS News Campaign Cavalcade," will be to furnish all CBS Radio and CBS-TV network news programs with a steady supply of political news. Most of the stories will be delivered to CBS News headquarters in New York on tape and on film, but there also will be a number of remote live pickups for both radio and tv. The unit's output also will be available to the 60-some clients of CBS Newsfilm.

"We expect the 12 men on this team to develop a good many new and unusual techniques for bringing news of the campaigns to our television and radio audiences," Mr. Day said. "We are not going to be satisfied with the traditional 'newsreel' concept of covering politics, and by this I mean sticking a camera into the candidate's face, hanging a microphone around his neck, and letting him talk and talk.

"When our unit covers a candidate, it will not only find out what he said, but why he said it, whether he meant it, and what the effect is on the voters."

The Cavalcade's itinerary was described as purposely tentative, so that it will be free to change course and cover developments as they

occur. But the unit also was said to already have plans enough to keep it hopping from late February until the Democratic National Convention opens Aug. 13.

CBS newsmen slated for service with the unit at one time or another include Eric Sevareid, chief Washington correspondent; Griffing Bancroft, Ned Calmer, Wells Church, Lou Cioffi, Ron Cochran, Charles Collingwood, Walter Cronkite, Douglas Edwards, George Herman, Allan Jackson, Larry Lesueur, Bill Shadel, Neil Strawser, Dallas Townsend, Robert Trout, and Charles Von Fremd.

Husband-Wife Team Signed For NBC-TV Spectaculars

HUSBAND AND WIFE, producer-composer team Lester Cowan and Ann Ronell have been signed by NBC-TV to create and produce a series of color tv spectaculars, Thomas A. McAvity, vice president in charge of NBC-TV, disclosed last week.

First show that producer Cowan and composer Ronell have planned for the network is an original musical comedy entitled, "Oh! Susanna," which is based on the lives and songs of Stephen Foster and E. P. Christy. Another slated for the production team is "The Story of G.I. Joe," based on the motion picture produced by Mr. Cowan and for which Miss Ronell received an Academy Award nomination for her musical direction.

NBC also signed Bob Finkel, formerly coproducer and director of the *Colgate Variety Hour,* as a producer-director, the third, for the new NBC *Comedy Hour* (three out of four Sundays, 8-9 p.m. EST).

450 Stations Used In Mutual Promotion

IN a "pro-radio" campaign said to be the most extensive in its history, Mutual is using its facilities to sell radio in general and MBS in particular by means of a series of 60-second announcements broadcast more than 20 times each day.

The campaign, prepared by Francis X. Zuzulo and Hal Gold, in charge of audience promotion at Mutual, is aimed at impressing listeners that radio is the accepted mass communications medium, filling the basic needs of the family unit for news and entertainment no matter where the family may be—in the living room, bedroom, kitchen or outdoors. The announcements, started by some stations last week, will be presented on about 150 Mutual stations during the daytime and about 450 at night.

The copy of the 12 one-minute announcements initially establishes the vast breadth of radio broadcasting with a statement such as this: "The set over which you're hearing my voice right now may be one of 46 million consoles or table models—one of 40 million in cars and trucks—one of the more than 20 million portables and clock radios in use throughout the land. . . . More than 20 million homes boast at least three radio sets. Multiply and add—and you've got the astounding number that approximates the 160 million people living in our fair land."

From this general "pro-radio" approach, the copy switches to a boost for Mutual, such as this: "You're right there on top of the news—on top of the best in entertainment—you're keeping pace with millions of other Americans if you've got your radio set right now and tuned regularly to Mutual. To keep pace with your friends, with your neighbors—make sure your radio is always set for Mutual—the radio service that's best in broadcasting."

The segments of the announcements devoted to Mutual cover such phases of programming as news shows, mystery, musical programming, quiz shows and general programming. Mutual also has prepared a kit of shorter announcements on specific Mutual programs, which have been distributed to affiliated stations for local presentation.

Blake Moves to Hollywood

ROBERT F. BLAKE, director of special projects for CBS-TV press information department, will transfer from New York to Hollywood in February, it was announced last week by Charles Oppenheim, director of CBS-TV information services. Mr. Blake will continue in his present post. Ted Wick is manager of special projects in Hollywood and John Walsh remains as New York representative of the section.

CBS-TV Signs Orson Welles

ORSON WELLES has been signed by CBS-TV to star in "Twentieth Century," a comedy by Ben Hecht and Charles McArthur, that will be presented April 7 on the *Ford Star Jubilee* color series every fourth Sat. (9:30-11 p.m. EST), Hubbell Robinson Jr., vice president in charge of CBS-TV programs, announced Tuesday.

TELECASTERS: CUT PRODUCTION COSTS

With the New DAGE Model 320A Camera

FOR USE IN: STUDIO • REMOTE TELECASTING • FILM PICKUP • KINESCOPING PROGRAMS

Enjoy greater handling ease and high telecasting quality without the need for extensive operator training and experience. The Dage Model 320A Vidicon Camera is a greatly improved version of the Model 300D camera which has been widely used for studio, remote and film pickups.

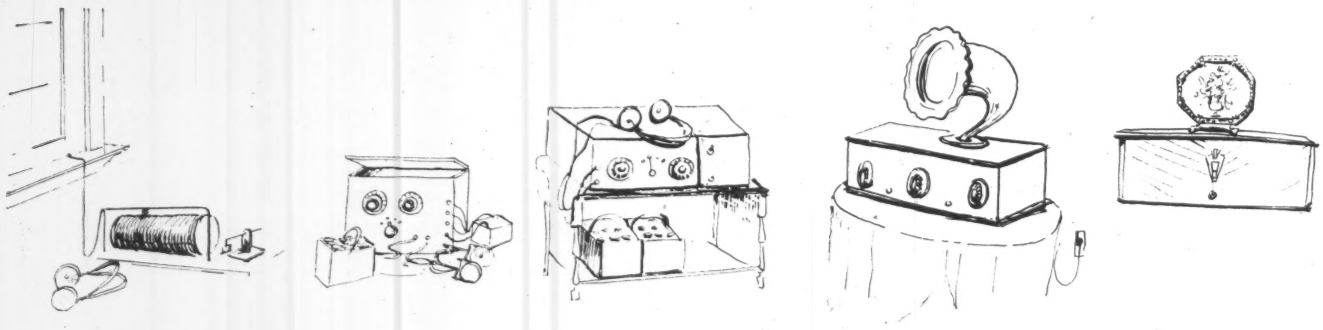
- Sweep failure protection for Vidicon pickup tube.
- Removable Electronic Viewfinder. 5" tube. White phosphor.
- 8 MC bandwidth with adjustable phase and aperture correction and adjustable peaking coils.
- Overscan switch.
- Switch-selected control of electrical focus at either camera or control unit.
- Four-lens turret operated from rear of camera.
- Relay operated tally lights in hood and end panels.
- Camera control consoles include 10" aluminized picture tube and 5" waveform monitor. Built-in target calibration, regulated kinescope high voltage supply.

EXCLUSIVE NEW DAGE master monitor Model 635A includes 10" aluminized picture tube with inter-laced pulse-cross display, 5" wave form monitor, built-in calibration pulse for level adjustments.

Dage produces complete studio, pickup, switching and distribution equipment.

DAGE TELEVISION DIVISION
Michigan City, Indiana
In Canada, distributed by: Rogers Majestic Electronics, Ltd., Toronto

A Thompson Product



BROADCAST EVOLUTION: P

THE CHANGES that have occurred in radio listening habits since the flowering of television are examined at length in a 156-page study, "Futures for Radio," which Columbia U.'s Bureau of Applied Social Research conducted for NBC.

Hugh M. Beville Jr., NBC research and planning director, calls it "a stimulating and provocative probe into the public's use of radio today," even though NBC does not necessarily agree with all of its conclusions. The report itself cautions that the "evidence" on which it is based, although involving more than 200 lengthy "case studies," is so limited, statistically, that the reader "is traveling, so to speak, at his own risk."

Despite these disclaimers, the report makes a fascinating and penetrating exploration of the place of radio—and the public's continuing reliance upon it—in a television time. Here, with NBC permission, B•T presents in condensed form the second of two chapters which it deems especially significant. The other ["Radio and the Fight for Time"] appeared in B•T last week.

THE exploratory work reported in the previous chapters was begun in an atmosphere of skepticism, and on a pessimistic premise: that while current trends against radio seemed irreversible, at least one could not give up without trying. Now, despite few negative results confirming that original pessimism—for example, that in the field of nighttime entertainment radio is hopelessly outclassed and outmoded—despite such limitations, on the whole the other results seem surprisingly *optimistic* for radio.

It was clearly the intention of television engineers to make radio an outmoded device—that is, to develop something much better than radio for similar purposes—and by all reasonable standards the television engineers have succeeded remarkably well. It is the very essence of science to be *cumulative*. The new development is not really starting afresh; rather it adds its contribution on top of the best the old could offer. In science, by definition a good offspring outdoes (and therefore usually kills off) his parent.

This is the reason why radio's apparently vigorous capacity for survival alongside television seems genuinely surprising. Radio refuses to be succeeded by an improved or more comprehensive version of itself! It is as though silent films persisted side by side with talkies. Not that this hasn't happened before: the horse carriage lived on longer than perhaps any horseless carriage manufacturer of 1910 could have forecast: for example, it was still delivering milk in big cities in the 1940's. And the sailboat will probably survive the motor boat as long as there's a Long Island. Even in a field so rigorously efficient and "up-to-date" as aviation, propellor-driven planes will probably still be manufactured another generation from now.

Radio in contemporary America, however, is one of the least explicable of these puzzles because all the standard explanations do not seem to apply to it. None of the historic crutches, on which old practices leaned in resisting the new ones, seems to have been available to radio. Radio is an ideal case of survival, so to speak, without visible means of support.

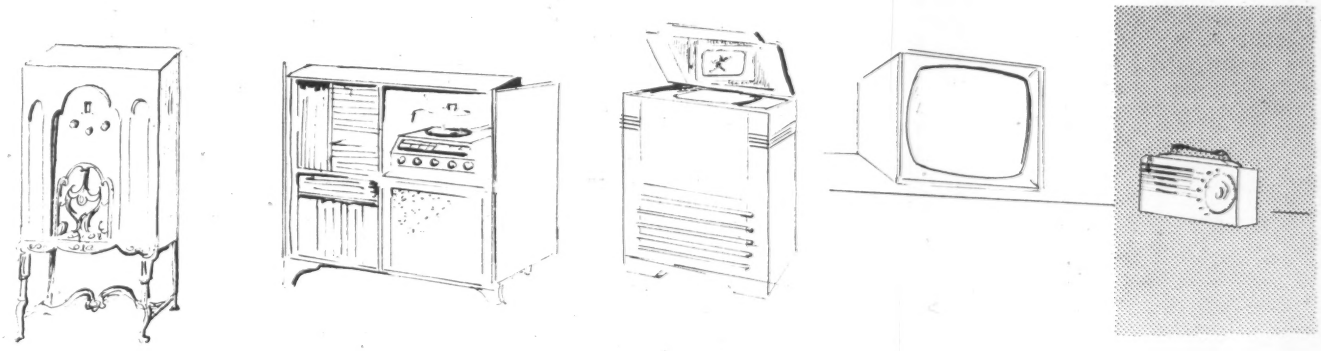
To seek the reasons why humans prefer so-called outmoded devices, it is necessary to examine in what respects they actually *are outmoded*. Or, put another way, what does the engineer do when he "improves" a device?

Very often the matter is not rationalized into conscious specifications, but perhaps the engineer might be thought of as trying to produce a device which will (1) perform some function efficiently, (2) within certain cost limits, (3) under specified conditions, (4) *better* than some existing alternative (which is the standard or imitated model against which his success is to be measured). It is useful to consider, now, how television "improves" on radio in each such respect.

What happens when the technologist succeeds in, for example, improving radically the ability of a device to dazzle, entrance and absorb the delighted attention of millions of Americans? In the case of television this has been a great success, but, at times, *too* great a success. For example, the largest bulk of the audience in this study prefers the outmoded device, radio, for music. Not many people, except specialists, really want to look at the often ugly source of beautiful music. Nor do they devote their full attention to it. The case is similar with daytime radio soap opera listeners, many of whom would prefer not to see Stella Dallas materialized in the form of a routine studio actress, and many more of whom would not be able to drop everything to watch attentively every day. The addition of pictures, in some instances, *takes away* something.

Others among the listeners treat the greater efficiency of television with proper indifference because, in a quite rational sense, the picture is very often superfluous. When one is being read the news or weather forecast or stock market results, is it important to see the man who is reading? When one is using a broadcast device as a timer, which will wake him pleasantly in the morning, does he really want to see *who* is waking him up? In such cases, the "improvement" is not harmful, merely irrelevant.

There is no question that the picture and voice of Dave Garroway is more entrancing at breakfast than that of the harassed family breadwinner stumbling off to work, nor is there any serious doubt that Dinah Shore is more eye-filling than the family housewife serving the potatoes at suppertime. Nevertheless, among many modern families, there is a profound—almost instinctive—resistance to television at such times. These are times when one doesn't want to be too much seduced by the delights of entertainment, that is, entertainment as a television engineer conceives it. Rather, one wants what would seem to an engineer *in*efficient entertainment —at most, a non-attractive, non-seductive broadcast service. Merely some quiet music



N: FROM RADIO TO RADIO

or somebody reading the news and weather in a matter-of-fact way, that is *enough.*

As a matter of fact, people in this study were asked, would they like any broadcast service at all at such times as breakfast, supper, on retiring, in the early morning, in the car, and the like? The generic answer for many such occasions was "nothing *more* than a radio." Radio is preferred, not because it is better or more pleasing or more absorbing, but precisely because it is *not.*

Nowhere in the entire field would the triumphant television engineer be so utterly dumbfounded as in the field of *daytime* broadcasting. This is precisely the time when people "have work to do," when they feel they are not entitled to entertainment—not *much* anyway. To the very degree that television engineers and television programmers are successful in attracting people's full attention, tempting their deep absorption and offering them complete delight—to this degree, daytime television is viewed as "bad." The engineering triumph becomes, so to speak, a household shame.

Is this the sheer perversity of human nature? Probably not. Who would really like to see a Max Liebman spectacular in full color—if he were just getting out of bed in the early dark of a winter workday, or greeting his children and wife after an absence, or turning a fine piece of machinery on a factory lathe, or washing the dishes and making beds on Tuesday morning? In every one of these instances, an unobtrusive radio would not be out of place, but the full impact of the "best" entertainment that television can offer—that would be self-defeating.

People don't always want to move fast, and hence there is a place for "slow" transportation systems such as ocean liners; people don't necessarily measure living in the number of years they are kept alive, and hence there is a place for medically "dangerous" practices such as overindulgences of various kinds; it is difficult to build an efficient "house" for people because they also want a "home"; and people want *only* during a very small fraction of each day to be entertained with the fullest possible delight of all their sensory capacities, and hence there remains a very large place for "outmoded" devices and services like radio.

The Costs

There is a point beyond which a device takes such a high proportion of people's available resources that the cost, in other sacrifices, does not warrant *any* engineering marvel.

Something like this seems to be the case with television in America right now. While it has not been noticed, the current cost of equipping American homes with television is still too great—beyond the breaking point for most people—to supplant radio completely. The reason the cost factor hasn't been noticed, by most of the present generation, is that they still think of being fully equipped with only *one* television set, just as the previous generation thought of one radio as making a radio home. Yet the actual use of broadcast devices by the present generation, lumping radio and television sets together, indicates that a "fully-equipped" home or family really requires at least *three* such devices.

Actually, however, only a portion of the costs are ever convertible to dollar measurement. Among the "unconvertible" costs which U. S. families are now finding in tv—and about which they grumble at least mildy—are these: sore eyes, overexcited children, innocents who see things they shouldn't, housework and mending undone, books unread, husbands who won't talk between 7 and 10 p.m., family gatherings and social occasions spoiled by someone's insistence on tv, to mention only a few. In fact, perhaps the most common of the mild complaints about television uses an economic concept, waste. As one woman put it, "television wastes my time."

The resource which is extraordinarily used in exchange for tv's greater delights is, of course, the attentive use of one's *eyes* for long times. The millions of dollars that Jackie Gleason gets are nothing in comparison to this price that his listeners are willing to pay, not merely to hear him, but precisely to drop everything else and *see* him. Yet most of the rest of the time when most of the rest of television is on—say the 21 hours from 10 p.m. one night till 7 p.m. the next night—they are obviously unwilling and unable in modern civilization to devote this valuable resource, the use of their sight, to mere sightseeing.

Quite naturally and rationally, then, people cling to the "outmoded" device which makes use of a cheaper resource, hearing, which is not so crucial—and for long hours not even necessary—in modern civilization.

Here a question arises: what is "up to date?" Suppose that the transmission of pictures *without sound* had been adapted in the 1920s from silent movies to radio. The "cost of sight" was so great in those days of the long work week and heavy household chores that there probably wouldn't have been much more daytime broadcasting than there was daytime moviegoing or watching home films and slides during the day. Now, suppose today the reverse transmission of sound, without pictures, were just being invented, say "talking radio." It would be hailed as a "great discovery" and "the answer" to such problems as daytime broadcasting for busy housewives, precisely because it used a cheap and available resource, hearing.*

Specified Conditions

Among the other sources of error or inadequacy in the inventor's initial development of a new device—sources of error which give the old device "second chances" to survive—must surely be included the use and abuse of the experimental method. For example, people are asked to look at radio

*The same kind of question has been raised about cigarette lighters. If these bulky nuisances, with their needs for flints, wicks, and fluid and their uncertain operation, had been invented *before* matches, the latter would be hailed as the more modern, up-to-date invention.

Thus, the question of what is an "up-to-date" invention is a relative one. In broadcasting at the moment, some modern conditions favor the new costlier device and some the old cheaper one. The genuinely "up-to-date" consumer thus has reason to retain both, according to the resources, in eyesight and hearing, that he can allocate to each.

and television side by side, under some ideal conditions (e.g., in a laboratory or a carefully insulated living room) and the results are likely to show that television is better—"all other things being equal."

The trouble is, of course, that in real life all other things are *not* equal and probably never will be. If life were always identical to the laboratory equalities, outmoded devices would never survive. If people had the time to sit down and be amused all day, and could make an absolutely "free choice" between radio and television, their choice would be clear. But they don't often have the time, and usually don't want to be amused all day, and really aren't free to make a "free" choice. Similarly, if there were a television set in every room, store, factory, automobile, and so on, of course television would drive radio from the field. But there *aren't* equal numbers of tv receivers equally accessible everywhere. Similarly, if people could work while they watch tv, the choice would be clear. But they cannot. The *in*equalities of *un*controlled practice are precisely what are not anticipated in the controlled equalities of most laboratory experiments.

Some of these inequalities in the uncontrolled field conditions are purely temporary, historical accidents. For example, the number and accessibility of television receivers will presumably be as great as radio's someday. But some of the inequalities of conditions are likely to follow as automatic consequences of the differences in the devices themselves. For example, precisely *because* television adds visual stimuli to radio, the latter will continue to turn up in those situations for which visual stimuli are bad, for example in automobiles.

A grand-nephew of Billy the Kid, Stanley Bonney Colwell, is said to have coined the term "equalizer" for any external condition, in his case the presence of a gun, which made up for one's own intrinsic weaknesses, e.g., his own small size. Among the "equalizers" that keep radio alive these days are: housework, auto driving and anything else that keeps people out of their living rooms; weather, sports, news, music and anything else hard to find on television, and a variety of psychological conditions centering around what is "proper" to certain times and occasions, among which is not included television.

Suppose the physical bulk of a television set were suddenly outmoded, say merely a wall picture serving the same primary purposes of entertainment. People would suddenly find that they were short of table space or of decorative balance, or otherwise that something in the living room was missing. A device introduced a few short years ago as an entertainment source has already taken on additional "furniture" duties. The same goes for television's baby-sitting function. It would be missed, even though the main entertainment function for adults remained.

As in most things, children are ideal models of what humans in general do when they are given some device to use. A small boy can take a simple stick and so weave it into many uses in his daily activities and so endow it with his own surplus meanings that after a time it is impossible to separate him from it. When the mother then argues, "but it's only a stick," she of course fails to realize that in the uses or functions the boy makes of it, and their meanings to him, it is a gun, a cane, a bridge, a baseball bat, a vaulting pole, and above all his companion. In fact, a bright, modern boy might then turn the same reasoning back on his mother, pointing to an outmoded kitchen appliance which she will not bear to have taken away from her, and saying, "but it's only a radio!"

That is, a radio was once "only a radio," but after people have spent a generation weaving it into their lives, it is many things—an alarm clock to wake people up pleasantly, a kind of morning newspaper to bury one's thoughts in at breakfast, a travelling companion in the car, a day-long visitor to help pass the drearier hours of the day for a housewife, an education for the woman who learns about life from soap operas, a game of suspense for the up-to-the-minute news follower or sports fan, a record player for teenagers, a partisan ritual for the avid follower of Fulton Lewis jr., a Muzak sound system for people whose moods respond to music, a prized personal possession for a child, and so on through many more. The uses to which people put a device even include contradictory ones, as for example, when insomniacs use the same radio program to go to sleep to as drowsy drivers use to help keep awake!

The engineer realizes how humans multiply the uses and meanings of simple things when, on a holiday, he goes to visit someone else's home that has been "lived in" for many years. He doesn't dare repaint the furniture, rearrange the kitchen, replace the children's toys or exchange their dog for a "better one." In fact, he doesn't dare so much as move an old man's pipe stand or an old lady's tea caddy from one table to another. But these are trivial matters in comparison to what he does back in his laboratory when, unwittingly, he tries to change broadcasting arrangements that have been "lived in" for a generation. It is a testimony for television that abrupt changes in family history *have* been accomplished successfully, at least in part. One should not really be astonished, however, that the success is only "in part" as yet. For one of the difficulties in supplanting a historical individual, e.g., radio, is precisely that so much *history* has grown up around him.

Promotion of Two Pictures Planned by Mutual, NBC-TV

RADIO-TELEVISION cooperation with the motion picture industry has been set in promotions involving RKO Radio Pictures' "The Conqueror" and Universal-International's "The Benny Goodman Story," both upcoming releases.

Mutual will broadcast premieres of "The Conqueror" from Paris on Jan. 23, Berlin Jan. 30, Rome Jan. 31 and London Feb. 3. Each program will be presented on the network from 10:15-10:30 p.m., EST, with Mutual commentator Ed Pettitt providing descriptions of the premieres. "The Conqueror," as well as "Jet Pilot," recently was purchased by Howard Hughes from RKO Teleradio Pictures, parent company of General Teleradio and RKO Radio Pictures, but the latter organization will distribute the film for Mr. Hughes [B•T, Jan. 9].

In support of "The Benny Goodman Story," Mutual and NBC-TV have developed a joint promotion centering around the *Queen For a Day* program presented on the two networks. Plans have been made to select a "queen" to participate in the world premiere of the motion picture in Chicago, Feb. 2.

Kaltenborn Says Radio Beats Television in News Coverage

RADIO is doing a better job of covering the news than television and from the performer's standpoint is "infinitely superior" to tv, according to H. V. Kaltenborn, generally regarded as "dean of commentators."

Visited by CBS' Edward R. Murrow on his *Person to Person* show on CBS-TV Jan. 13, Mr. Kaltenborn—who also disclosed that he had agreed that day to help in radio-tv coverage of this year's political conventions (for NBC)—was asked by Mr. Murrow whether he thought radio "is meeting its responsibility in covering the news these days." He replied:

"Well . . . I think radio is meeting it better than television. Television has not undertaken any news analysis, and in the matter of news, I think it gives us more entertainment than real news. Television has a great deal to learn in handling of important news events, and I do hope that this summer when we get into the campaign, that television will do a better job than it has done in giving us sound analysis of candidates, their opinions, and the problems which the country confronts . . ."

The 77-year-old Mr. Kaltenborn, who started broadcasting in 1922, also had a word of advice on how to become a "dean": "All you've got to do is live long enough."

'Nightmare in Red' to Repeat

NBC-TV's "Nightmare in Red" a filmed documentary on the birth and rise of the USSR, telecast on the *Armstrong Circle Theatre* Dec. 27, will be repeated on the same program Jan. 24, 9:30-10:30 p.m., according to C. J. Backstrand, president of the Armstrong Cork Co., Lancaster, Pa., and Max Banzhaf, advertising director of the company, who said the second showing was decided on "after an unusually favorable response." BBDO is Armstrong's agency.

WNPT Tuscaloosa Joins ABC

WNPT Tuscaloosa, Ala., an independent station operating on 1280 kc with 1 kw daytime and 500 w night, joined ABC radio as a basic affiliate on Jan. 15, Edward J. DeGray, ABC national director of radio station relations announced last Wednesday. WNPT is owned and operated by the West Alabama Broadcasting Co.

NETWORK PEOPLE

John C. Sebastian, formerly of NBC-TV film division publicity staff, named publicity director of CBS Film Sales Inc. He also will serve CBS TV Spot Sales, CBS Television Enterprises and CBS-TV owned stations.

Bill Guyman, newscaster, to NBC Pacific Div. radio network, L. A., for news show.

Arthur Hull Hayes, president, CBS Radio, N. Y., and native of Detroit, will give principal address at Jan. 29 meeting of St. Francis de Sales Club, Detroit organization of newsmen.

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Raytheon KTR-100 series (100 mw RF output) TV microwave links provide reliable, high quality transmission of video and audio at lowest cost. When you need additional power to overcome "grazing" conditions or for longer hops, the extra 10 db power output of the KTR-1000 series (one watt RF output) meets your requirements.

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TV'S DST HEADACHE MAY TURN MIGRAINE

There may be a repeat of the chaos created last October by New York's extended daylight savings time which shoved New York-originated programs one hour ahead in most of the country. Added worry: Bills in New York Assembly would have savings time start even earlier in spring.

THE EXTRA MONTH of national division between daylight and standard time—estimated by some experts to have cost the three tv networks upwards of $1.5 million last fall [B•T, Oct. 3, 1955]—could become a semi-annual event under either of two bills currently pending in the New York state legislature.

In addition to keeping New York on daylight time a month longer than the traditional end on the last Sunday in September—a practice started in New York and numerous other areas last year—the pending bills would start New York on DST a month earlier than the usual start on the last Sunday of April.

Although ABC-TV announced coincidentally that it is installing special equipment in its Chicago studios to allow "unlimited local time zone repeats" during DST months (see story, this page), it was understood ABC-TV probably would join NBC-TV and CBS-TV in opposing the measures. It was deemed likely that the opposition would be spearheaded by the New York State Assn. of Radio and Television Broadcasters.

One of the pending measures, introduced by Assemblyman Robert Walmsley (Republican), an attorney from Nyack, would start daylight saving time on the last Sunday in March. The other, by State Senator Pliny W. Williamson (Republican), a New York attorney, would put the DST starting date at the first Sunday in April. Both would continue DST through October.

The fact that some areas are on DST and others on standard time always poses a problem in tv especially—the radio networks have comparatively little trouble providing delay service to areas as needed—and it is a problem that involves network affiliates, advertisers and agencies as well as networks.

Take last October, for example:

Programs which originated in New York in Class A or B time, for instance, reached some areas in Class B or C time. Otherwise unnecessary kinescope recordings became necessary in order to provide delayed broadcasts in some areas. Sports programs, which almost necessarily must be carried live, turned up on some stations in what is normally a children's block of programs, or in other untoward time periods. Sometimes stations had to cancel lucrative local shows in order to take a network program in the juggled time slots, in other cases a network was unable to deliver all the stations ordered by an advertiser. At other times, because of the time differences, some stations suddenly found themselves bereft of a network program and not only had to lose the income from it but had to spend extra money to program the time period locally.

No Mystery Here

RECENT WORKS of fiction involving radio-tv figures unanimously have shrouded the identity of the central character—so it's refreshing to note that CBS librarian Agnes Law was revealed last week as the inspiration for the main character in the current Broadway play, "The Desk Set." This development was disclosed by actress Shirley Booth, now starring in the play, who inscribed a program playbill to "Agnes Law, my alter ego."

The stage star and "alter ego" met for the first time as guests of honor at a tribute luncheon, given by The Women Pays Club, composed of professional women engaged in the "lively arts." Miss Law has been with CBS since the formation of the broadcasting company in 1927.

The locale of the play is a radio broadcasting reference library and the principal character is a lady with an unlimited fund of facts. It was reported by CBS Radio that Miss Law little suspected that she and the reference department were under study when "The Desk Set" author, William Marchant, paid frequent visits. The play's co-producer, Robert Fryer, formerly was a CBS casting director.

Time Zone Repeats Set By ABC-TV in Chicago

IN A MOVE compared to its pioneering the use of repeat broadcasts by tape recordings more than a decade ago, ABC is installing special equipment in its Chicago studios "to allow unlimited local time zone repeats of television programs when daylight saving time is in effect."

John H. Mitchell, vice president in charge of the ABC Television Network, announced the development last Friday—at a time when, by coincidence, tv networks in particular were preparing to fight a New York State move which threatened to complicate further the always complex Daylight vs. Standard Time confusion.

Mr. Mitchell said the new setup was unlike any equipment in use in network tv broadcasting and that it would enable ABC-TV to repeat programs within an hour after their original presentation in the East. Without describing the equipment, the announcement said it uses "a unique method of video delay which will enable tv programs to be stored for an hour and then replayed with no loss in quality."

It will make Chicago the focal point for ABC-TV's delayed feeds to Standard time zones during the months when some areas are on Daylight time and others on Standard.

Frank Marx, ABC vice president in charge of engineering and general services, described the new system as "a rather elaborate method" of recording on 35 mm film—not a kinescope process—which uses "new developing techniques that are still under wraps."

Mr. Marx said the equipment, being built to ABC's specifications, is not related to the technique which ABC-TV was reported early last fall to be using as one approach to solution of the DST-Standard Time maze. That system was evolved from one designed primarily to enable ABC-TV to deliver its Mon.-Fri. *Mickey Mouse Club*—a film series—to affiliates at 5-6 p.m. local time, and was said at the time to be also working to the satisfaction of most advertisers and affiliates when applied, in general principle, to delayed programming to solve the DST-Standard Time problem [B•T, Oct. 3, 1955].

CBS-Radio Shows Set For Movie's Promotion

FIRST sponsorship of full network radio programs by a major Hollywood motion picture company to promote a film feature was claimed in New York last week.

The large-scale, albeit short-term, purchase on CBS Radio which includes sponsorship of 30 segments of major programs over a period of three weeks, starting Feb. 8, was disclosed jointly by CBS Radio President Arthur Hull Hayes and Charles Einfeld, vice president of 20th Century-Fox Film Corp.

The picture to be promoted is "Carousel," a Cinemascope '55 production that premiers in New York and other cities on Feb. 16 and winds up its first unveilings 10 days later in other major cities throughout the country. As pointed up by CBS, motion picture companies have contracted for spot and local radio in past years, but this is the first such placement on a network program basis.

CHARLES EINFELD (l), vice president of 20th Century-Fox, discusses the "Carousel" advertising deal with CBS Radio President Arthur Hull Hayes.

The segments will be sponsored in eight major CBS Radio programs: *Bing Crosby, Amos 'n' Andy, Jack Carson, Galen Drake, Juke Box Jury, Edgar Bergen Hour, Mitch Miller* and *Curt Massey*.

Mr. Einfeld said the network radio campaign was decided upon as an "important supplement" to newspaper, magazine, billboard and tv advertising—"We feel that network radio, with its vast audience at home and in cars, will be able to bring our advertising message to the infrequent motion picture clientele, attracting many more millions of customers into theatres where 'Carousel' is being exhibited." He noted also that the company took into consideration the delivery of the advertising messages by top radio stars. CBS Radio estimated that the commercials "in the aggregate" will create "gross listener impressions of more than 116 million."

Agency for the film firm is Charles Schlaifer & Co., New York.

'Ozark Jubilee' Renewed

A LONG-TERM contract was signed last week by Robert E. Kintner, ABC president, and Ralph D. Foster, president, Crossroads Television Productions Inc., for continuation on ABC-TV (three Saturdays, 7:30-9 p.m. EST, and fourth Saturday, 7:30-8 p.m. EST) of *Ozark Jubilee*. Terms of the contract were not announced.

— IN PUBLIC INTEREST —

Radio-Tv Plans Announced For 1956 Heart Fund Drive

PLANS for broadcast media appeals to be aired next month by the 1956 Heart Fund Drive were announced at a joint luncheon meeting in New York of the Fund's radio and television committees. Sylvester L. Weaver, NBC board chairman and head of the Fund's public relations division, presided.

Radio stations will be provided transcribed series of 15-minute variety programs titled "Close To Your Heart" and featuring such talent as Eddie Fisher, Dinah Shore, Frank Sinatra, Steve Allen, Jayne Meadows and Danny Thomas, as well as a set of dramatic programs starring Jackie Gleason, Ozzie and Harriet Nelson, Ralph Edwards and Leo Durocher.

In addition, brief recorded spots will be distributed by the American Heart Assn. The spots feature Edward R. Murrow, John Daly, John Cameron Swayze, Mel Allen, and about 30 top popular music recording stars.

Supervising these transcriptions are members of the Fund's radio committee headed by John F. Meagher, vice president-radio NARTB, as chairman.

According to Myron P. Kirk, Kudner Agency vice president who heads up the Fund's tv committee, six one-minute tv spots and six 20-second strips featuring Edgar Bergen, Lucille Ball and Desi Arnaz, Ralph Bellamy and a host of other dramatic actors and personalities have been prepared.

CHCT-TV Aiding Unemployed

IN COOPERATION with civic, provincial, and federal employment officials, CHCT-TV Calgary, Alta., is airing a half-hour afternoon show to assist some 6,000 unemployed southern Albertans in finding winter jobs. The show features interviews with employment officials. The show is part of a dominion-wide "Do It Now" campaign which urges employers to help create new jobs during the slow winter months.

KOTA-TV Baseball Drive Earns $18,000

A one-night telethon conducted by KOTA-TV Rapid City, S. D., to secure money in stock subscription to purchase a franchise for a Class A baseball team, raised over $18,000 in pledges, which enabled the drive to reach its goal. The entire operation was conducted a scant 24 hours before the city's deadline for purchasing the franchise was up. Without the help of KOTA-TV the goal for the ball team could not have been reached, since only half the needed money had been obtained when the station began its drive. KOTA-TV reported pledges called in from communities hundreds of miles away.

WOV Quiets Fears

AFTER the Jan. 10 earthquake in Matera, southern Italy, WOV New York broadcast names, ages and addresses of Matera citizens who had been injured or rendered homeless, and assured its Italian-born listeners in the New York metropolitan area that there were no fatalities. The Italian-language station reported that as late as 24 hours after the initial newscast, former Materans called WOV to get details of the disaster not mentioned in daily newspaper reports.

— PERSONNEL RELATIONS —

Communists Alleged To Be in AFTRA Ranks

THE House Un-American Activities Committee, in its annual report for 1955, released last week, said it had established that active Communists are in the New York chapter of the American Federation of Television & Radio Artists and that radio-tv networks continue to use the talents of party members because of inadequate information and investigative facilities.

The committee held hearings in New York last year at which 21 witnesses appeared. Only one, George Hall, admitted he had been a Communist, the committee report said, although all had been "identified" to the House group as having been members of the Communist Party and almost all had been employed "recently" by major radio and tv networks.

The committee, headed by Rep. Francis E. Walter (D-Pa.), said that although networks have a policy of refusing employment to persons "identified under oath" as Communists, there are exceptions to enforcement because some network presentations, "package shows," are written, cast and directed by advertising agencies. Over these the networks have no power, the report added.

"Investigation suggests that use of Communist entertainers has resulted from the practice of certain advertising agencies to close their eyes to the queston of Communist affiliations and activities of various performers," the report said.

The House group's report said that principal activity of Communists in AFTRA was a campaign against "so-called 'blacklisting.'" These Communists falsely convinced fellow entertainers that they would be denied employment "if they at one time innocently supported a cause sponsored by the Communist Party," the report said. Communists also attempted to discredit present officers of the AFTRA local because they "could not be compromised by the Communist Party members," the report said.

The report noted that networks are not equipped to make investigations to determine Communist affiliations or sympathies of prospective employes.

Although networks refuse employment to entertainers "identified" by the committee as Communists or as having supported Communist causes, they "properly do not deny employment to an entertainer who might have innocently become involved with a Communist-engineered activity," the report said.

The value to the Communist Party of having members in entertainment, the report continued, is their use for propaganda purposes and as sources of financial contributions.

Collingwood Elected Head Of New York AFTRA Chapter

ELECTION of Charles Collingwood as president of the New York local of the American Federation of Television & Radio Artists for 1956 was announced last week. Mr. Collingwood headed a slate of seven other candidates, representing a "middle-of-the-road" group, which was elected to office without organized opposition.

Only one slate of candidates had been filed in the election, although a number of write-in votes for union members belonging to the so-called "right wing" faction were cast. Other candidates elected were: Orson Bean, first vice president; John Henry Faulk, second vice president; Luis Van Rooten, third vice president; Jay Jackson, fourth vice president; Cliff Norton, fifth vice president; Elise Bretton, recording secretary, and Barbara Ferguson, treasurer.

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George Higgins, *Vice Pres. & Sales Mgr.*
Mori Greiner, *Director of Television*

CBS-TV, TelePrompTer Set New Long-Term Arrangement

SIGNING of CBS-TV to a new long-term contract with the TelePrompTer Corp., New York, was announced last week by Irving B. Kahn, TelePrompTer president. The contract was said to represent the second renewal of the agreement.

Mr. Kahn said that TelePrompTer service also is employed, under contract, by many artists appearing on the network. The arrangement with CBS-TV, he said, applies to the network itself and its owned and operated stations.

Frank Falknor, CBS-TV vice president in charge of operations, pointed out that the network was one of the first large contractual users of TelePrompTer facilities. "This unique service has made it possible for the network to meet the demanding schedules of television programming and advertising with greater efficiency and lower cost with spontaneity and naturalness that go with good showmanship," he said.

Jerrold Electronics Buys Spanish Mt. Television

PURCHASE of its second community television system has been announced by Jerrold Electronics Corp., Philadelphia manufacturer of community antenna equipment. The Jerrold company has bought Spanish Mt. Television Corp., serving 1,500 subscribers in and around Ukiah, Calif. Jerrold owns a controlling interest in Cable-Vision Inc., Key West, Fla., and has management responsibility for 11 other wired tv community systems.

The Ukiah system relays the programs of ch. 4 KRON-TV, ch. 5 KPIX (TV) and ch. 7 KGO-TV, all San Francisco. Ukiah is about 100 miles south of San Francisco.

Jerrold is working on plans for a microwave relay system to bring Miami tv to Key West.

Facts Forum's Burt Denies 'Extremist Propaganda' Charge

IN REPLY to criticism of Facts Forum by the National Committee for an Effective Congress, Hardy Burt, who produces various Facts Forum radio-tv programs, last week accused the committee of engaging in "extremist propaganda."

Mr. Burt addressed a letter to George Agree, executive secretary of the committee, calling attention to the committee's Washington newsletter, which Mr. Burt said, stated that Facts Forum was engaging in "extremist propaganda" and is "addicted to hates and myths." Mr. Burt went on to enumerate the contents of various Facts Forum radio and tv programs, as well as the names of participating personalities, as a means of indicating that the shows are "balanced" as to political leanings.

"In view of the facts," Mr. Burt declared, "it seems clear that if anyone is engaging in 'extremist propaganda,' it is the National Committee for an Effective Congress, through its Washington newsletter. I should like to take this opportunity to invite you to be our guest on *Facts Forum Panel,* which is produced in New York, to discuss the topic, 'Propaganda and Extremist Organizations'."

A spokesman for the committee said that its newsletter had referred to various publications and organizations, including Facts Forum, as "radical right organizations and publications . . . bound together by addiction to the same hates and myths," and as engaging in "extremist propaganda." He said Mr. Agree was out of town, but would consider Mr. Burt's letter and invitation to appear on *Facts Forum Panel* when he returned to New York.

Historic Significance

A SERIES of programs broadcast in 1952 on WTAG Worcester, Mass., will be used as a guide by the Ford Foundation in a project it is considering. The broadcasts detailed a complete tour of the historic Wayside Inn in Sudbury, Mass., virtually demolished by fire before Christmas 1955. The Ford Foundation is exploring the possibility of financing the reconstruction of the inn, made famous by Longfellow, and has asked the station for recordings of the programs, said to contain the only existing description of the inn.

Senate Chaplain's Prayers To Be Offered to Radio, Tv

THE PRAYERS offered before each session of the U. S. Senate by the Rev. Frederick Brown Harris, Senate chaplain, may be made available on tape and film to radio and television stations.

The filmed and taped one-minute prayers would be offered to stations for use at sign-on and/or sign-off on a 52-week basis, according to Dr. Harris' office. The prayers would be recorded and filmed by the Senate chaplain from those he has offered before the Senate during the second session of the 83d Congress and the first session of the 84th.

They would be furnished to stations at production costs, which are expected to be modest. Radio and tv broadcasters would be free to use the prayers daily on condition that they not be sponsored commercially.

Stations interested should write: Rev. Frederick Brown Harris, Chaplain, U. S. Senate, Washington, D. C.

United Press' Central Div. Announces Reorganization

REORGANIZATION of United Press' Central Division, involving four executive promotions, has been announced by Bert Masterson, division manager. Donald J. Brydon, Wisconsin manager, becomes Indiana divisional representative; Richard McFarland changes from Minnesota manager to Wisconsin manager; Jack U. Hagerty, manager of the Minneapolis bureau, succeeds Mr. McFarland as Minnesota manager, and Wyman L. Thorson, Minneapolis staff, was promoted to manager there.

Religious Series for Radio

A SERIES of 14 half-hour shows with a religious theme, *Sunday in Hollywood,* is to be made available next month to radio stations on request. The free programs, featuring nationally-known entertainment figures, have an interview format and will be conducted by Father Frank Caffrey, pastor of a California mission. Transcriptions may be reserved by writing Father Albert J. Nevins, The Maryknoll Fathers, Maryknoll, N. Y.

PROGRAM SERVICE PEOPLE

Robert Jay Burton, vice president of Broadcast Music Inc., N. Y., and general manager of BMI Canada Ltd., will serve for fifth consecutive year as chairman of radio-tv division for N. Y. Legal Aid Society's fund-raising drive.

Betty Johnson, singer on ABC Radio *Breakfast Club,* and **Lew Douglas,** radio-tv recording artist, signed by Bally Recording Corp., Chicago. Mr. Douglas also will serve as musical director.

Consulting Firm Changes

THE Washington consulting engineering firm of Page, Creutz, Garrison & Waldschmitt has changed its name to Page, Creutz, Steel & Waldschmitt Inc. The firm also has announced the opening of a West Coast office in the White-Henry-Stuart Bldg., Seattle 1, Wash. Officers are Esterly C. Page, president; John Creutz, executive vice president; David L. Steel Sr., vice president-treasurer, and Joseph Waldschmitt, vice president. Washington offices are at 710 14th St., N. W.

Robbins Adds P. R. Dept.

RICHARD S. ROBBINS Co., New York, merchandising agency handling radio-tv promotion for Westinghouse, Lever Bros., Max Factor, and Dodge Motor Co., among others, has added a new public relations-publicity department "to complete the marketing circle" for its clients. Heading the new department will be Robert J. Flood, former independent public relations counsel.

The Robbins company has handled a number of radio-tv promotional projects, among them, the NBC-TV-Lever Bros. "Lucky Lever" sweepstakes and the CBS-TV-Arthur Godfrey "Fun for All" contest, also for Lever.

PROFESSIONAL SERVICE PEOPLE

Russ Jamison, former program director and assistant manager, KMED Medford, Ore., has opened public relations office in Medford.

Larry Shedlin, former manager of radio, television department, Curtis Publishing Co., Philadelphia, appointed radio-tv department manager, Oristano Assoc., N. Y., public relations counsel.

Wallace A. Ross, founder of Ross Reports on Television, and more recently vice president of Box Office Television Inc., N. Y., has joined N. Y. office of Arthur P. Jacobs Co., public relations counsel.

Elizabeth Troughton, previously research, promotion and publicity director of MBS midwest operations, appointed promotion manager for *Tv Guide's* Chicago edition. **Joe Savage,** formerly identified with Mutual's *Game of the Day* series, succeeds Miss Troughton at MBS Chicago.

John S. Rose to Mayer and O'Brien Inc., Chicago and Los Angeles public relations counseling firm.

Joseph Field, former public relations director, Compton Adv. Inc., N. Y., to Fred Rosen Assoc., N. Y., public relations firm. **Albert Messer,** public relations advisor, Kay-Fries Chemicals Inc., N. Y., to Rosen Assoc. as account executive.

Arthur J. Hohmann, former manager of market research, Erwin, Wasey & Co. Ltd., N. Y., to Los Angeles staff of Gould, Gleiss & Benn, Inc., marketing consultants specializing in market research, sales analysis and sales planning, as director of advertising research.

Esterly C. Page, president, Page, Creutz, Steel & Waldschmitt Inc., Washington consulting engineers, father of girl, Jan. 9. Mrs. Page is former **Virginia Erwin,** consulting engineer.

RADIO-TV SALES SITUATION ANALYZED BY WEAVER AT RETAIL DEALERS MEET

National Appliance & Radio-Tv Dealers Assn. hears NBC board chairman say '1956 would be the year in which the color dam burst' if the dealers start 'believing in color and selling color aggressively.' Others adopt wait-and-see policy.

MANY of the nation's tv retailers are thinking more and more about color television and look toward the day in the near future when they can realize as much profit from tinted tv receivers as on household appliances. Some plan to push it aggressively by mid-year. On the other hand, still other dealers are adopting a wait-and-see attitude and relying on refrigerators, ranges, home freezers and other products to bring a fair return.

These conclusions were apparent after Sylvester L. Weaver, NBC board chairman, addressed the annual banquet of the National Appliance & Radio-Tv Dealers Assn. in Chicago last week.

Mr. Weaver called on over 500 tv-appliance dealers to get behind color tv as a potential mass medium and held out the prospect that "1956 would be the year in which the color dam burst" if they would only start "believing in color and selling color aggressively."

Mr. Weaver added that "what we are offering the people is so good that those who will not be able to afford a color set in the next year or two will still buy the new large-screen, low-cost black-and-white sets that you have available." But even so, he indicated, $800 is not too much for a color receiver.

Reviewing NBC-TV programming accomplishments and RCA Expenditures of $65 million on color tv in recent years, the NBC board chairman told dealers they could feel assured of 40-50 million color unit sales in the next seven or eight years and a boom could take place almost "immediately" with aggressive selling.

"If you have the confidence in the schedule and the programming that we have as broadcasters, you would not worry about black-and-white sales falling apart," he asserted. Promoting color tv sales would also help America achieve greater prosperity heights, he added.

Mr. Weaver chided the dealers (and also manufacturer's representatives attending the banquet) when he got into the heart of the matter, noting that there is a "ball game on" and it would be reassuring if they would just come "out to the stadium."

He continued: "Television is the most important factor in lowering distribution costs and increasing the elevation of our gross national product . . . you are fortunate by your positions as part of this catalyst—or dynamic overdrive—for the economy through your sale of tv sets."

Mr. Weaver was principal speaker at the Monday evening banquet of the three-day NARDA convention at the Conrad Hilton Hotel, during which Don Gabbert, Minneapolis, succeeded H. B. Price, Norfolk, Va., as association president.

Mort Farr, NARDA board chairman, past president and a key association figure, was optimistic about color tv and set dealers to thinking when he predicted Tuesday that a $595 color receiver would be ready by June for fall buying—and one for $495 by 1957. He said the "magic figure of $495 will move color sets in full force."

Some dealers indicated they would launch aggressive campaigns to push color by mid-1956.

Profit considerations and technical doubts were apparent in views by dissidents. A dealer from East Lansing, Mich., told B•T: "I'm a merchandiser. Why should I sell one color set when I can make more money selling 20 freezers?" He said he would go into color when its progress attained a "leveling out" in the industry and "it's here." He also suggested technical problems rather than price have been the major hurdle thus far. A dealer from Muskegon, Mich., cited difficulty and expense connected with servicing sets.

Mr. Farr spoke Tuesday morning at a general session on color video, radio sales, transistors and television merchandising. He reviewed various manufacturer's plans for tinted tv production, stressing that appeals should be directed at both the "Cadillac-type" set owners and medium-income groups. He said one set-maker (Hoffman Radio Corp.) sells as many as 12-15 each day or over 300 a month.

Cliff Knoble, general sales manager, Raytheon Mfg. Co., Chicago, reviewed progress of transistorized radios and sales, predicting a rosy future for this development. Dealers were urged by other panelists to stress record departments for high fidelity phonograph sales. Dan Halpin, general sales manager, Westinghouse Electric Corp. radio-tv division, felt the key to tv set selling lay in new styling features and said sales should be geared to color modes and better quality rather than price, much as in the automobile industry.

John D. Craig, vice president and general manager of Westinghouse Electric Corp. in charge of consumer major appliances, Mansfield, Ohio, felt there might be an example for his company in the auto-dealer type of franchise and in handling full-line goods. He also noted a trend toward full "concentration and consolidation of products."

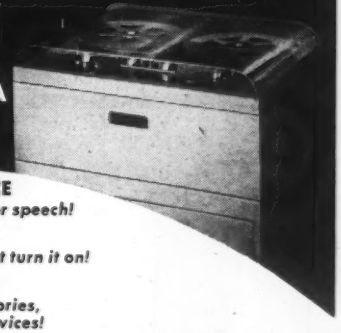
Establishment of full-line items enables manufacturers to even out seasonal lags, reduce unit costs and spread promotional and distribution outlays, not to mention the proposition of affording them a better opportunity of buying network television, declared Mr. Craig.

"Not many single item manufacturers can afford, week in and week out, the cost of network tv," he said, claiming that a single two-minute commercial on color shows runs an estimated $66,000 or that three commercials in an hour-long program costs about $100,000. With the advent of color, he added, "a good servicing organization demands the full-line manufacturer's support."

"All business is local," Mr. Craig stressed, describing this as basic Westinghouse appliance policy. Henceforth, he said, the company will seek out the automobile-dealer type of franchise. He also discussed tv retailing practices among discount houses and supermarkets, noting their aggressiveness in display, promotion

All you want in background music....

with the world's most widely used long-play unit PRESTO PB-17A TAPE REPRODUCER



ALL DAY PERFORMANCE
—plays 8 continuous hours of music or speech!

ALL AUTOMATIC
—no operator or attendant needed—just turn it on!

FOR ALL LOCATIONS
—stores, restaurants, banks, factories, recreation center, wired music services!

FOR ALL BUDGETS
—amazingly low cost—connects to any public address system!

It pays to put in a system of continuous background music. Surveys show that music hath charms to please customers and make employees happier and more efficient. Now PRESTO makes it possible for you to have the finest background music system—with a minimum investment and trouble-free operation.

PRESTO PB-17A is a super-reliable, super-quality mechanism, equipped with such famous PRESTO features as 2 torque motors to turn reels plus exclusive PRESTO type CDR capstan drive—used in the most expensive professional units! Automatically reversible for continuous playback in 8 hour cycles. Frequency response uniform from 50 to 8,000 cps. Tape speed: 3¾" per second. Reels up to 14" diameter (4800' of tape) with dual track.

ALMOST INDESTRUCTIBLE
—built for years of trouble-free service by PRESTO!

Compare—you'll find that PRESTO PB-17A is not only the best buy—but the *best* in long-play units!

ATTENTION BROADCASTERS!
Tape an entire day's program schedule and play it back on the PRESTO PB-17A. Reduce operating costs, insure uninterrupted service.

Send for latest folder on the PB-17A Long-Playing Tape Reproducer.

PRESTO RECORDING CORPORATION PARAMUS, NEW JERSEY
Export Division: 25 Warren Street, New York 7, N. Y.
Canadian Division: Instantaneous Recording Service, 42 Lombard St., Toronto
WORLD'S FOREMOST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

and demonstration activities as not being unlike those of used car dealers.

A television "blue book," voicing manufacturer's predictions on picture tube sizes and cabinet styles for 1956, was referred to by Gene Rankin of National Trade-In Guide Co., the publishing firm. He said the pattern of sales the first 10 months of 1955 followed pretty closely the predictions the book gave, on the basis of a recent survey. It showed that, on the basis of every 1,000 sets produced and sold last year, the leading picture tubes were 21, 24, 17, and 27, in that order, with the 21-inch receiver the most popular size by far. He urged dealers to "know and use" their blue book.

RCA Says New Method Is Color Commercial Aid

RCA said Thursday it has a "simple, economical method for colorcasting live tv commercials" permitting broadcasters to use color tv film cameras for direct pickup of "action product displays and opaque art work."

The method entails modification of RCA's three-Vidicon color tv film by attaching a "simple extension lens system," according to A. R. Hopkins, manager of broadcast and tv equipment at RCA.

Mr. Hopkins described the lens system as using standard, inexpensive lenses which can be assembled by broadcasters. Standard studio cameras normally are used for telecasting color commercials, he said, adding that "the modified film camera will enable broadcasters unequipped for live color origination to provide their sponsors with full color commercial services." Direct pickup of products and action as well as static displays in a limited area is possible. At the same time, stations equipped for live color origination can use the modified film camera for commercial programming, he said. Attachment of the extension lens to the camera's four-input multipleer unit makes possible the pick-ups without need of usual light covers or strobe lights. The new device will permit such subject matter as artwork, charts, maps, diagrams, magazine pages and comic strips to be telecast, he said, thus eliminating the time and cost which go into the preparation of slides as well as density problems involved in color televising slides.

the summit

Another top Radio Independent —KFMJ, in Tulsa, Oklahoma, takes top audience in the market's 7-day average. See Nov.-Dec. Hooper. Call John E. Pearson Company (JEPCO) in New York. Dial LU 5-5555 in Tulsa.

11-Mo. Set Shipment Report Shows 7% Gain

SHIPMENTS of tv sets from factories to dealers for the first 11 months of 1955 totaled 6,621,786, over 7% above the 6,147,135 shipped in the comparable 1954 period, according to Radio-Electronics-Tv Mfrs. Assn. November shipments totaled 634,742 sets compared to 812,312 in October and 774,379 in November 1954.

Following are tv set shipments to dealers by states during the first 11 months of 1955:

State	Total	State	Total
Alabama	113,502	New Jersey	207,983
Arizona	35,297	New Mexico	21,848
Arkansas	72,105	New York	621,638
California	569,066	North Carolina	170,461
Colorado	49,948	North Dakota	25,562
Connecticut	95,940	Ohio	351,621
Delaware	15,535	Oklahoma	94,301
Dist. of Col.	60,243	Oregon	79,665
Florida	224,152	Pennsylvania	432,885
Georgia	142,493	Rhode Island	32,780
Idaho	27,790	South Carolina	87,759
Illinois	369,293	South Dakota	27,038
Indiana	179,547	Tennessee	130,391
Iowa	98,684	Texas	354,514
Kansas	86,080	Utah	25,014
Kentucky	108,621	Vermont	19,731
Louisiana	135,782	Virginia	120,911
Maine	46,201	Washington	113,522
Maryland	92,544	West Virginia	72,197
Massachusetts	189,164	Wisconsin	149,927
Michigan	279,143	Wyoming	6,813
Minnesota	112,635		
Mississippi	59,779	U. S. Total	6,598,979
Missouri	177,269	Alaska	6,979
Montana	19,813	Hawaii	15,828
Nebraska	58,508		
Nevada	8,790	Grand Total	6,621,786
New Hampshire	24,494		

Bell Transistor Development Seen Useful in Television

DEVELOPMENT by Bell Telephone Labs. of new fabricating techniques for a new type transistor, which is expected to be useful in television transmission and in color tv set production, is reported in two articles in the January issue of the *Bell System Technical Journal* to be published this week.

Key to the new fabricating techniques, according to Bell, is the development of controls over microscopic chemical layers. The heart of the new transistor is a layer 50 millionths of an inch thick, the company said, pointing out that the narrower the base layer can be made, the higher the frequency at which the transistor will operate. Bell claims that the new device's performance at very high frequency "surpasses that of any other transistor." This development, the laboratories said, opens the way for the transistor to replace the vacuum tube in many television and telephone functions.

The transistor "is expected to be extremely useful in television transmission, which requires a much wider communication channel than telephone conversation," according to Bell. The company pointed out that color tv sets also offer a possibiiity for the new transistor, adding that although vacuum tubes now are being used, the transistor is "much smaller, requires less power and does not heat up like a tube," and is expected to have a longer life.

It is estimated that the new transistor can amplify 2,500 telephone conversations simultaneously on a line, said to be three times as many as can be handled by the best previous transistor.

Broadcast Sales Unit Reorganized by GE

THE HEADQUARTERS sales staff of General Electric Co.'s Broadcast Equipment Section at Syracuse, N. Y., has been reorganized as the first step to diversification of that section's product lines.

According to Frank P. Barnes, marketing manager for the Electronics Div.'s Broadcast Equipment Section, Albert F. Wild moves from sales manager for broadcast equipment to a similar post with a newly established Special Products component that will handle new product areas; Charles J. Simon, manager of product planning, becomes manager of broadcast field sales, and Wells R. Chapin, broadcast equipment sales manager in New York City, succeeds Mr. Simon. Mr. Chapin will be responsible for determining what products to include in the broadcast equipment line.

GE now produces transmitters, antennas and studio gear for radio and for tv (color and black-and-white).

Mr. Barnes said the broadening of sales responsibilities will include allied fields such as industrial tv, scatter-transmission equipment, facsimile and high-frequency heating devices. Mr. Barnes said he saw an almost immediate application for long-range tv transmission through the advancement of scatter-transmission techniques. Sales responsibilities for the diversified allied fields will be separated from the current line of broadcast equipment.

Electronicam Economy Drive Instituted by DuMont Labs

ALLEN B. DUMONT Labs. which last week officially "integrated" the operation of its Electronicam tv-film system, has put in motion an economy drive releasing three executives and two staff people connected with the Electronicam service, B•T learned last week.

Three of the top executives who are leaving, it was learned unofficially, are John H. Bachem, sales manager of Electronicam production services and former general manager of the DuMont Tv Network; Werner Michel, production manager of Electronicam production services, and Don Trevor, film supervisor.

The official integration of operations was announced Friday by Keeton Arnett, DuMont vice president for administration. Mr. Arnett, in disclosing the revamp, said James L. Caddigan, who had been in charge of Electronicam marketing, would be the director of what now becomes "Electronicam Division" of the laboratories.

It was understood that John Auld, of the engineering department, would become manager of technical operations under Mr. Caddigan.

Ted Bergmann, now vice president and an associate director of radio-tv at McCann-Erickson, New York, formerly was director of Electronicam production services in New York. That nomenclature has been abolished and all operations moved within the new division.

B•T also learned that the "shakeup" of the Electronicam operation was instituted as a measure of increasing efficiency and cutting operational costs.

RCA Ships Transmitters

RCA reported Thursday it shipped 2-kw transmitters to WTVT (TV) Tampa, Fla. (ch. 13), on Tuesday as a standby and to KZTV (TV) Reno, Nev. (ch. 8), on Jan. 13, to facilitate a power increase from 500 w.

WINS PURCHASES RCA'S AMPLIPHASE TRANSMITTER

Installation by Feb. 10 is set for new equipment which is said to cut operating costs 50% by using less power, fewer tubes and component parts.

SALE to WINS New York of RCA's new type 50 kw am broadcast transmitter, said to be capable of reducing a station's operating costs by 50%, was announced last week. RCA disclosed the new transmitter's development a year ago [B•T, Jan. 10, 1955] at which time it was said by RCA to represent "the most significant advance in [transmitter] design in two decades."

According to A. R. Hopkins, manager of RCA's broadcast and tv equipment department, who jointly announced the purchase with J. Elroy McCaw, president of Gotham Broadcasting Inc., the "Ampliphase" transmitter—as the new equipment is called—"matches the output of appreciably larger am transmitters with only a fraction of normally required audio power and with approximately 50% fewer power tubes, components and accessory equipment."

WINS expects to have the new transmitter installed by Feb. 10 without interruption to the station's regular operation. WINS operates on 1010 kc with 50 kw.

WINS bought the first production model of the transmitter which, unlike conventional am radio transmitters, uses phase modulation principles to produce standard broadcast amplitude modulation. A special electronic circuitry permits the "Ampliphase's" two phase-modulated amplifiers to produce a combined power equal to the output of conventional 50 kw transmitters, RCA explained.

RCA also noted that while it takes only a few watts of audio power to produce 50 kw of modulated signal, conventional equipment requires 35 w audio power for the 50 kw modulated output.

Mr. Hopkins said "phase-modulation circuitry will influence and stimulate American radio broadcasting as no single development has since the high-level modulation circuit for maximum-power transmitters, introduced by RCA nearly two decades ago."

The 50% operating reductions are obtained mostly by the transmitter's design, which eliminates about half the normally required power tubes, bulky components and accessory equipment, Mr. Hopkins said. Among those eliminated: modulator tubes, modulation transformers and reactors.

Also claimed by RCA for its new transmitter is a saving in building space—only half the requirements of existing 50 kw transmitters is needed. A third saving is said to be the equipment's "simple installation."

"I'm so glad we ran out of gas, Charles—now we can listen to something romantic on KRIZ Phoenix."

RCA Warranty Extended For Image Orthicon Tube

THE warranty-adjustment policy covering the RCA-5820 image orthicon camera tube was liberalized substantially last week, according to D. Y. Smith, vice president and general manager, RCA Tube Div.

Effective Jan. 16, Mr. Smith said, the widely used 5820 tv camera tube is covered by full adjustment up to 50 hours (compared to 15 hours in the past and pro rata adjustment up to 500 as compared to 350) hours of service.

"In those cases where full adjustment is granted," he said, "the dollar savings under the new policy, as compared to the previous one, may be more than $170; for pro rata adjustments, the saving can be as much as $360."

He attributed liberalization of the adjustment policy to increased dependability and longer service life of the RCA-5820 tube resulting from years of experience in its design and manufacture.

General Precision Laboratory Announces Divisional Changes

ORGANIZATIONAL changes in the Engineering Products Div. of General Precision Laboratory, Pleasantville, N. Y., were announced last week by Blair Foulds, General Precision vice president.

In reassignment of duties, N. M. Marshall has been named to direct sales of television equipment to industrial and institutional markets in addition to his present broadcast sales responsibilities.

J. W. Belcher has been named manager of the newly-created Application Engineering Dept., which will be concerned with the invention, creation and development of new and advanced uses of television equipment.

S. T. Pardee, who has been added to the staff as publicity manager, will coordinate the company's publicity and public relations programs in the tv, motion picture and military fields.

Zenith Unveils '56 Line At Distributors Meeting

NEW LINE of 45 tv receivers and high fidelity phonographs was announced by Zenith Radio Corp. at its national distributors convention last week in Miami Beach, Fla.

In the tv line, Zenith reported a newly-developed tube and accompanying circuitry designed to improve reception; table model sets with a triple speaker sound system, and portable receivers with 34% more viewing area claimed.

The 1956 hi-fi line comprises two lightweight, three-speaker portable phonographs, two table models and two four-speaker consoles. All are equipped with a new circuit permitting improved high fidelity listening at low playing volume, according to L. C. Truesdell, Zenith vice president and sales director.

MANUFACTURING SHORTS

Magnavox Co., Ft. Wayne, Ind., reports 20% increase in sales for six-month period closed Dec. 31, 1955. Attributing increase to a reported 80% gain in tv set and high-fidelity

Choose
WHBF
as a major aid
to your Quad-City
marketing plans
in 1956

CBS FOR THE
QUAD-CITIES
NOW 1/4 MILLION PEOPLE
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS

WHBF AM TV
ROCK ISLAND, ILLINOIS
REPRESENTED BY AVERY-KNODEL

BMI
"The American Story"

"The American Story" is another important BMI Program Series which joins such features as the Concert Music series, the Book Parade, Milestones and the other continuities used by hundreds of broadcasters regularly.

The staff of BMI can think of no more satisfying work, in the midst of a troubled world, than to play a part in the restatement, in words and music, of the fascinating story of our country's origin and growth.

Your Station Program Department should be receiving this script package regularly. If not, please write to BMI's Station Service Department for "THE AMERICAN STORY."

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

equipment sales, company sold $34 million worth of this equipment between June and December 1955, against $28 million in sales for same period in 1954. Company also announces plans to construct new, 75,000 sq. ft. cabinet manufacturing factory at Jefferson City, Tenn., as "another step in Magnavox's long term policy of decentralization." Other Magnavox plants are at Paducah, Ky., and L. A.

RCA Victor Radio & "Victrola" Div., Camden, N. J., has begun producing first RCA high-fidelity tape recorder for home use, "The Judicial," at Cambridge, Ohio, plant. Recorder will reach market at end of January at suggested list price of $199.95. **RCA Tube Div.,** Harrison, N. J., has announced publication of "Interchangeability Directory of Industrial-type Electron Tubes" (Form 1D-1020A) and "Picture Tube Replacement Directory" (Form KB106) with accompanying chart of tube characteristics, indexing some 2000 tube designations which RCA said would be of maximum assistance to broadcast stations among others.

Motorola Inc., Chicago set manufacturer, announces new transistorized pocket "handie-talker" radio pager for personnel communications. Device is designed for hospital, industrial and business office use. Motorola also announces completion of negotiations with Massaglia chain for installation of tv receivers in its 10 hotels in U. S. and Hawaii. Some 1,100 table models have been purchased. Motorola further reports it plans expansion of automobile radio tuner manufacturing facilities, with $1 million building program in Arcade, N. Y. New facilities will be used to increase output of tuners and manufacture of pushbutton transmission mechanisms for Chrysler Corp.

Raytheon Mfg. Co., Waltham, Mass., announces its KTR series tv microwave links are available for permanent installation indoor rack mounting. Accessory item to rack-mounted KTR series is new remote alarm unit, model 3-270 to provide these control functions of remote KTR system: primary power can be turned on or off, transmitter carrier can be shut down without turning off primary power and receiver AFC can be disabled.

Crescent Industries Inc. (phonographs, tape recorders, record changers), Chicago, has named Anderson-O'Donnell Co., Denver, to represent firm in Rocky Mountain area.

Sylvania Electric Products Inc., N. Y., says construction will begin shortly on 50,000-sq.-ft. addition to company's television picture tube division plant in Fullerton, Calif.

General Electric Co., Syracuse, N. Y., has developed pocket-size solar-powered radio weighing 10 oz. and which operates continuously in daylight and runs 500 hours in darkness without recharging. Company has no immediate plans for producing receiver which is by-product of research on transistor applications.

Perkin-Elmer Corp., Norwalk, Conn., has published brochure describing Auto-Zoom Model 16 tv lens designed for use with 16mm tv cameras and Vidicon tube. Lens features five to one (30-150 mm or 60-300 mm) variable focal range and motor-driven zoom, focus and iris permitting control at any distance from camera.

Superior Tube Co., Norristown, Pa., has started constructing new million dollar plant and office building near site of present Wapakoneta, Ohio, plant. New mill and offices are scheduled for completion in November.

Sylvania Electric Products, radio-tv division, N. Y., will again give award to "distributor of the year." Award is new Cadillac which, along with plaque, will be presented "for outstanding achievement in radio and television merchandising." Judges will consider efforts of distributors in July 1, 1955, to June 30, 1956, period.

RCA Engineering Products Div., Camden, N. J., announces two broadcast equipment additions: TTL-100A, 100 w vhf tv transmitter and TF-2BL-BM-BH two-section superturnstile antenna covering channels 2-13. TTL-100A transmitter with addition of filters meets FCC requirements for black-and-white and color, latter with addition of color input equipment. Transmitter less filters is priced at $12,500 with delivery in four months. New two-section superturnstile antenna has power gain of two, omni-directional pattern, 20-pound windloading and is rated at 2 kw peak input power. Price is $3,400 with delivery in three months. **RCA Tube Div.,** Harrison, N. J., has placed on market new compact eight-inch tv picture tube (type 8DP4), weighing three pounds, for use in small-size receivers as well as monitoring instruments. New tube is less than 11 inches long and incorporates wide angle, 90-degree deflection, external bulb coating which, together with internal conductive coating, forms a supplementary filter capacitor.

MANUFACTURING PEOPLE

John M. Miller Jr., director of engineering for Bendix Television Div., Bendix Aviation Corp., Detroit, appointed works manager, succeeding **C. M. Granger,** now manager of automotive radio operations for Bendix Radio Communications Div. **Stanley R. Scheiner,** assistant director of engineering, Bendix Television, appointed director of engineering.

Eugene P. Feeney, N. Y. state regional sales manager for Magnavox Co., Syracuse, N. Y., named sales promotion supervisor of Sylvania Electric Products Inc.'s radio-tv division, Buffalo.

Joseph Bogdan, personnel manager, Columbia Records Inc., N. Y., named to similar post with CBS-Columbia Inc., another division of CBS Inc.

Thomas C. Stewart promoted from assistant traffic manager to traffic manager at Zenith Radio Corp., Chicago.

Rear Admiral Frederick R. Furth, chief of naval research, USN (Ret.), to Farnsworth Electronics Co., Ft. Wayne, Ind., as special assistant to president.

John Chadwell, general manager of Fresno division of Hoffman Sales Divs., distributing branches of Hoffman Electronics Corp., L. A., appointed general sales manager of all Hoffman Sales Divisions. **C. E. Schick,** formerly national field sales manager, Crosley-Bendix Div., Avco Mfg. Corp., Cincinnati, Ohio, to Hoffman Radio Div., L. A., as field sales manager.

Walter E. Benoit, Baltimore Electronics Div., manager, Westinghouse Electric Corp., Pittsburgh, Pa., named executive assistant to manager of Baltimore Div., WEC. He is succeeded by **W. I. Bendz,** chief engineer of Sperry Products Inc., Danbury, Conn.

Robert W. Fisher, field engineer, Link Radio Corp., manufacturer of mobile electronics equipment, named field sales engineer for mobile radio sales, Allen DuMont Labs., Clifton, N. J.

Ken Brigham, information department, Bell Telephone Laboratories, N. Y., appointed supervisor of public relations for Philco Corporation's Govt. and Industrial Div., Phila.

Jack A. Pegler, president, Television Zoomar Corp., N. Y., and Mrs. Evelyn Nack Carnill, married Jan. 19.

Educators to Study Tv Films

KINESCOPES of CBS-TV's *You Are There, The Search* and *See It Now,* as well as *Hallmark Hall of Fame* productions of "Macbeth" and "Richard II" on NBC-TV, will be discussed as examples of "Tv As a Source of Classroom Films" by the regional film workshop of the New York Film Council and Education Film Library Assn., Jan. 27, at the Carnegie International Center in New York. Participating will be the heads of firms distributing regular network programs to schools and colleges: Godfrey Elliott, president, Young America Films; J. R. Bingham, president, Association Films, and Albert Rosenberg, general manager, Textfilm Dept., McGraw-Hill Pub. Co.

CCNY Ad Courses Slated

THE Bernard M. Baruch School of Business, College of the City of New York, announced Tuesday that registration for its advanced evening courses in advertising and radio-tv advertising problems will be held Feb. 1-3 from 5:30-8:30 p.m.

The course in radio-tv advertising, which analyzes network, regional and spot broadcasting and gives practical work in commercial production, testing and audience measurement, is offered only once a year and classes will be given every Wednesday, 8:45-10:30 p.m., starting Feb. 8.

Radio Poetry Given Boost

THE Educational Television & Radio Center, Ann Arbor, Mich., has received a grant of $8,250 from the Rockefeller Foundation to be used to foster interest in serious poetry via radio presentation, according to Center President H. K. Newburn. The project is headed by Lewis Hill, president of Pacifica Foundation, which operates commercial KPFA (FM) and educational KPFB (FM), both in Berkeley, Calif. Different methods of presenting contemporary poetry on radio will be tried and it is planned that "a number of American poets now writing will figure in materials used."

EDUCATION SHORTS

Committee on Educational Television of National Social Welfare Assembly has issued six-page booklet to acquaint community service agencies with successful tv program formats. Copies of brochure, titled "Successful Television Programs for Local Agencies," may be obtained for 10 cents each from Assembly at 340 E. 46th St., N. Y. 17.

KSL-TV Salt Lake City reports each major Utah educational organization has weekly series on station. Series are running for U. of Utah, Brigham Young U., Utah State Agricultural College, Utah State and Salt Lake City Board of Education.

EDUCATION SHORTS

RCA, N. Y., has awarded scholarships of $800 per year to three graduates of RCA Institute. Scholarships, applying toward bachelor degrees in electronics or allied fields, are continued for four years or until student receives bachelor of science degree.

Educational Television & Radio Center, Ann Arbor, Mich., is releasing new 13-week film series, *Not in Our Stars,* on basic psychology, for use during spring by educational stations. Program features Dr. Fred McKinney, chairman of psychology department, U. of Missouri, Columbia, and guests.

Emmy Awards Expanded To Include 41 Categories

THE Academy of Television Arts & Sciences announced last week that 1955 Emmy awards will be presented in 41 categories, the largest number to be given in its history.

The list of awards has been expanded to include "best engineering technical achievement," "best specialized visual contribution," and "best commercial campaign," among others. The 1955 Emmy winners will be announced during a color telecast on NBC-TV March 17 (9-10:30 p.m. EST).

Joint announcement of the selection of 41 categories was made by Don DeFore, Academy president, and Ed Sullivan, New York categories committee acting chairman. Mr. DeFore said steps are now being taken to revise the Academy by-laws to establish machinery for a national board and for individual chapters in New York, Hollywood and other cities.

WAFB-TV Staffer Wins Screen Gems Competition

GRACE McELVEEN, station promotion manager of WAFB-TV Baton Rouge, was named last week as the winner of the first annual promotion contest conducted by Screen Gems Inc., New York. Miss McElveen, who was singled out for her promotion effort on Screen Gems' *Adventures of Rin Tin Tin*, won the prize of a 13-day Caribbean cruise for two.

Seven other winners and their prizes were: Jack O'Mara, KTTV (TV) Los Angeles, a 16 mm projector and screen; William C. Rucker, WHBQ-TV Memphis, hi-fi system including four speakers and 10 record speakers; Jack W. Schumacher, WICU-TV Erie, Pa., wristwatch; Dorothy Sanders, WLWD-TV Dayton, Ohio, a deep freeze unit; Jack Mazzie, WREX-TV Rockford, Ill., complete set of home power tools; Al Chioda, WFMY-TV Greensboro, N. C., camera and flash gun; Pauline Mahoney, KPLC-TV Lake Charles, La., air conditioner, including installation cost.

Olson Receives Scott Award

DR. HARRY F. OLSON, RCA scientist credited with developing the velocity microphone, Wednesday received the $1,000 John Scott Award to inventors at the Philadelphia Engineers Club dinner which marked the 250th anniversary of Benjamin Franklin's birthday.

Mr. Olson, now director of Acoustical & Electromechanical Research at RCA Labs, Princeton, N. J., pioneered the microphone's development in 1930.

CYO to Honor Folsom

FRANK FOLSOM, president of RCA, tonight (Monday) will receive the Catholic Youth Organization's 1955 Club of Champions gold medal for his "faithful devotion to duty and his outstanding example to youth as a man of principle and achievement" from Francis Cardinal Spellman, Archbishop of New York, at the CYO's 20th anniversary dinner in New York.

Mr. Folsom, the 1954 recipient of St. Bonaventure U.'s Catholic Action medal, will be honored for his work as a trustee of Notre Dame U., Rosemont College, St. Mary's-of-the-Woods College and for his participation in the foster children plan of the church.

Sarnoff Honored

THE James Forrestal Memorial award will be presented Thursday to Brig. Gen. David Sarnoff, RCA board chairman, at the annual dinner of the National Security Industrial Assn. at the Sheraton-Park Hotel, Washington. The Forrestal Memorial Medal, first presented to President Eisenhower a year ago, is bestowed each year to "a distinguished American whose leadership has promoted significant understanding and cooperation between industry and government in the interest of national security." The award was set up two years ago by the association in honor of its founder, James Forrestal, first U. S. Defense Secretary (1947-49). NBC Radio plans to broadcast Gen. Sarnoff's acceptance address (9:30-10 p.m. EST).

Annual Competitions Opened By National Safety Council

THE National Safety Council announced Monday it will accept entries from radio-tv stations and networks and five other public information media groups for its eighth annual Public Interest Awards competition. The council also reported it will administer the yearly Alfred P. Sloan Radio-Tv Awards for Highway Safety.

Regional radio networks and non-commercial, educational television stations will be included in this year's Sloan awards, which have been increased from 11 to 14 categories.

Other categories for the Public Interest Awards are advertisers, daily and weekly newspapers and syndicates, consumer and trade magazines, outdoor advertising companies, and transportation advertising companies.

Jewish Paper Honors WBC

THIRTEEN Westinghouse Broadcasting Co. executives and staff members—seven from WBZ-TV Boston—were honored Tuesday by the *Jewish Advocate* of Boston, a local Jewish-American Newspaper, for creating and producing *The Big R*, a tv series based on the recent White House Conference on education.

Receiving Carnation Awards for "their magnificent contribution toward public enlightenment on the education problems of our time" from the *Advocate* publisher, Dr. Alexander Krim, were Donald McGannon, WBC president; Richard Pack, WBC vice president and program director; David Partridge, WBC promotion manager; Ronald Tooke, WPTZ (TV) Philadelphia; Harold Lund, KDKA (TV) Pittsburgh, and Philip Lasky, KPIX (TV) San Francisco. W. C. Swartley, vice president; W. Gordon Swan, program manager; Ben Hudelson, producer; Chester Collier, director; Don Volkman, cameraman; Rod MacLeish, news director and writer, and Jack Chase, narrator, received the awards for WBZ-TV.

Overseas Awards Bids Asked

NAMES of candidates for Overseas Press Club Awards for 1955 in the radio, television, newspaper, magazine and photographic fields will be accepted until Jan. 31, it has been announced by Bruno Shaw, chairman of the awards committee. Among the categories are: best radio reporting from abroad, best television reporting of foreign affairs and best radio interpretation of foreign affairs.

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AWARD SHORTS

Harold C. Lund, Westinghouse vice president in charge of KDKA-AM-TV Pittsburgh, Pa., named Man of the Year in field of entertainment by Junior Chamber of Commerce of Pittsburgh.

WAVZ New Haven, Conn., commended by local Better Business Bureau for saturation campaign against frauds.

Ed Keath, news director, KWK-TV St. Louis, and **Les Carmichael,** sports director, awarded fire fighting clothes by International Assn. of Fire Fighters, Local 73, for cooperation extended.

WCAE Pittsburgh, Pa., received merit award from Marine Recruiting Office, Pittsburgh, for cooperation.

Jim Grady, reporter on *This Is San Francisco,* KCBS that city, received award from Northern Calif. Industrial Safety Society for safety broadcasting.

WREX-TV Rockford, Ill., paid tribute to several station personalities for high program ratings. Recipients of engraved silver bracelets were: Rollie Spongberg, for weather shows; Wayne Mack, "Pete the Plumber"; Wally Scott, for weather; George Raubacher, sports programs; Bob Clyde, newscasts, and "Uncle Hap," for *Trail Tales.*

WTTM Trenton, N. J., presented certificates for long service to nine employes: William Betz, Theodore Kilmer and Alonzo Fite, transmitter engineers; Tom Durand and Dick Burns, announcers; Chester Sunderland, chief engineer; Thomas Hutchinson, studio engineer; Wes Hopkins, program director, and Harry Barnam, local sales manager.

Kenneth R. Ovenden, program director, WEEI Boston, received gold pin of CBS Twenty Year Club and $100 savings bond from network-owned station.

Taylor Grant, newscaster, WPTZ (TV) Philadelphia, named Man of the Year by Restaurant Owners' Assn. of Philadelphia.

Allen B. DuMont Labs' closed-circuit tv exhibit at Ethiopian Silver Jubilee Fair at Addis Ababa was honored with gold medal and certificate at fair's end last month by Emperor Haile Selassie.

WTTM Trenton, N. J., received citation from Thian Achakul, director, Division of Labor, Bangkok, Thailand, for weekly program, *Labor Talks It Over,* sponsored by Trenton Beverage Co.

Benton & Bowles Inc., N. Y., and **Felix Coste,** vice president in charge of advertising, Coca-Cola Co., N. Y., cited by National Citizens Commission for the Public Schools at its annual meeting in New York. Commission, sponsor of Advertising Council's "Better Schools" campaign since 1949, praised Mr. Coste, volunteer coordinator of drive, and Benton & Bowles, volunteer agency, for "uniquely American" efforts.

WPON Pontiac, Mich., received Certificate of Appreciation for civic contribution from Pontiac Chamber of Commerce.

Wisconsin radio and tv stations and newspapers were commended by Wisconsin Public Health Council, Madison, for contributions in presenting health messages.

Abbott Washburn, deputy director, U. S. Information Agency, awarded Poor Richard Almanac Medal for Extraordinary Service by Poor Richard Club of Philadelphia. Agency is observing 250th Benjamin Franklin Anniversary in information activities.

SENDS EXPIRATION DATE FINDER

WBKB (TV) Chicago is distributing a new "expiration date finder" to timebuyers in New York, Chicago and other cities in which Blair-Tv, its station representative, maintains offices. In an accompanying letter, Sterling C. Quinlan, ABC vice president for the station, notes, "we are not in accord with the emphasis on cost-per-thousand [and] we did not come up with a cost-per-thousand calculator." He felt the date-finder for contracts covering time cycles would prove "practical and usable." On the other side of circular wheel is WBKB's coverage area.

MAKES PITCH TO KIDS

A PROMOTION offering children a cardboard "tv playhouse" designed to resemble one of its console tv sets has been launched by Motorola Inc., Chicago, to spur January set sales. The playhouse will accommodate two children and may be used for their own plays and puppet shows. Included with toys are instructions at dealers suggesting promotions that can be built around the playhouse. Units sell for $1.95 and measure 40x29x22 inches.

FARM REPORTS FLOWN IN

FIFTY-FOUR on-the-spot transcribed reports made by KCMO Kansas City, Mo., farm director Jack Jackson while on a 25,000-mile "around the world farm study tour" last month provided what KCMO called "a radical departure in farm programming." The reports, covering the trip of 22 midwestern farmers to agricultural areas in the Orient and Near East, were airmailed to KCMO and played back on Mr. Jackson's regular farm programs.

SELLS FAR-AWAY PLACES

WHOM NEW YORK, metropolitan area foreign language station, currently presenting what the station claims to be an "original program" titled *The Blue Mediterranean Hour.* The weekly music show is designed to appeal to New Yorkers whose origins stem from all nations bordering the Mediterranean. WHOM reports it has "the perfect sponsor," the Fugazy Travel Bureau, which specializes in Mediterranean travel.

COVERAGE of the Los Angeles Open Golf Tournament this month was sponsored on KRCA (TV) Los Angeles by two Buick dealers, Phil Hall and Bones Hamilton. Following the contract signing for the program, Messrs. Hall (l) and Hamilton (r) discuss last minute details with Cleve Hermann, KRCA sports director and announcer for the golf tournament.

WHEN-TV GETS TRANSIENT EYE

IN COOPERATION with the New York Central Railroad, WHEN-TV Syracuse has erected a large, three-dimensional "Weatherama" display at the railroad depot in Syracuse. Temperature figures are kept up to date twice daily for passengers who are urged to obtain details via WHEN-TV's weather forecasts each evening. In another promotion effort, WHEN-TV welcomes new residents by sending them a "courtesy" city map, showing the main thoroughfares and principal shopping centers and eliminating, station officials say, "confusing details found in most city maps."

KIDS DELUGE MAIL ON WABD (TV)

TWO WEEKS after m.c. Sandy Becker of WABD (TV) New York's *Looney Tunes* kiddie show asked his young listeners to get the Dec. 31 issue of *Tv Guide* magazine and color in the *Looney Tunes* advertisement for 500 prizes, the station reported it had received over 200,000 entries.

TRYING their new Page-ette pocket radio-telephones are KBIG Catalina, Calif., salesmen Joe Seidman, Don Harrington, Phil Dexheimer and Wayne Muller and KBIG President John H. Poole. The radio-telephones are used by the salesmen to keep in touch with the station while in the field.

ABC PLANS 'RANGER' SALUTE

TWENTY-THREE YEARS AGO, a band of Texas rangers was wiped out to the next-to-last man. He escaped, found himself a faithful Indian who dressed his wounds, donned a black mask, and today, still accompanied by faithful Indian Tonto, rides the airwaves and his horse Silver as "The Lone Ranger." The story of how this series began will be retold Feb. 18 during a special hour-long ABC-TV telecast marking the program's 23d anniversary. The special *Lone Ranger* anniversary show will be sponsored by General Mills (which co-sponsors the regular Thursday night *Lone Ranger* series). Dancer-Fitzgerald-Sample Inc., N. Y., is the agency.

TO EXAMINE FARM QUESTION

AS THEIR FOURTH *See It Now* effort of the 1955-56 season, co-producers Edward R. Murrow and Fred W. Friendly will examine on Jan. 26 the plight of the American farmer (CBS-TV, 10-11 p.m.). The program is titled "The Farm Problem: A Crisis of Abundance." *See It Now* will pre-empt the *Johnny Carson Show* and *Quiz Kids*, sponsored, respectively, by General Foods Corp. and the Whitehall Pharmacal Co. through Benton & Bowles Inc. and Biow-Beirn-Toigo Inc., both N. Y.

NBC-TV TO SHOW 10 MUSICIANS

IN A MUSICAL TV EVENT called "unprecedented" by NBC-TV, *Producers' Showcase*, Jan. 30 (8-9:30 p.m. EST), will present 10 of the world's top opera and concert artists in color under the personal supervision of Sol Hurok. Scheduled to appear are Marian Anderson, Jussi Bjoerling, Zinka Milanov, Jan Peerce, Roberta Peters, Gregor Piatigorsky, Artur Rubinstein, Isaac Stern, Renata Tebaldi, and Leonard Warren.

CBS-TV SHOW TO VISIT ST. PAUL

CBS-TV's *Strike It Rich* (Mon.-Fri., 11:30-noon EST), will spend Jan. 30-Feb. 3 at the St. Paul Winter Carnival, with telecasts to originate from St. Paul's Paramount Theatre via WCCO-TV there, at the invitation of Minnesota Gov. Orville L. Freeman. *Strike It Rich* is sponsored by Colgate-Palmolive Co., through William Esty & Co., New York.

DOLLARS FOR NEWS TIPS

DOLLARS for news tips has become a practical phase of WCKY Cincinnati's news department.

The plan, which WCKY put into effect nine years ago, is described as both "simple and economical." A dollar bill is sent to any listener who furnishes a lead on a story that is (1) "news" to the station and (2) is used in a WCKY broadcast. An additional dollar is awarded for the most newsworthy tip of the day, and five dollars is added for the best tip of the week.

Listener tips run the full gamut of news—from reports of "first robins" (which are not used) to serious fires, shootings, accidents and robberies (which are).

Said WCKY News Director John Murphy:

"This largest radio reportorial staff existent costs the station around $5,000 annually. An average of five tips a day, with occasionally 15 being received in a 24-hour period, shows the value of the system. . . ."

RADIO OUTDRAWS

AFTER a special survey showed that five out of six new customers came to the firm because of radio, the Northwestern Savings & Loan Assn., signed a one-year renewal contract for advertising on KTIM San Rafael, Calif.

Over the years Northwestern has gradually upped its radio budget until, today, a substantial part of the total is now devoted to radio.

The association sponsors participating announcements on two news broadcasts

KEITH DEARTH, president, Northwestern Savings & Loan Assn., signs a one-year renewal with KTIM San Rafael, Calif., as Hugh Turner, KTIM general manager, looks on.

daily, a one-hour forum series on local issues called The Marin Sounding Board, and special programs during Christmas and Public Schools Week.

KTEM ON TOP OF LOCAL STORY

TEMPLE, Tex., suspended business for several hours recently and listened to KTEM Temple as General Manager Dale Phares and Darrell H. Dreyer, news director, described a police siege on the house where a man held his sister hostage at gunpoint. When KTEM, at police request, temporarily suspended broadcasts lest the gunman hear that he was surrounded, the station's switchboard was flooded with calls. When they were ready to move in, officials withdrew their request and KTEM broadcast gunshot and tear gas bomb reports as the man and his victim were removed from their barricade.

MEETS KIDS ON OWN GROUND

WITH a spate of kiddie shows as fare, WRCA-TV New York a fortnight ago placed a series of advertisements for such shows as *Children's Hour, Howdy Doody, Wild Bill Hickok,* and *Highway Patrol* in the Sunday comic section of the *New York Journal American.* Out of a possible 16 pages of the color rotogravure section, the station occupied ad space on 14.

WLIB PLANS NEGRO FESTIVAL

SID GROSS, artist-repertory director, Urania Records, and jazz lecturer, Columbia U., has been retained by WLIB New York as special advisor for its Jan. 30-Feb. 12 Festival of Negro Music and Drama. Nora Holt, music critic and teacher, will produce a daily series of 10 classical programs on the station as well as the full length, free public concert with top Negro artists planned by WLIB for Feb. 11.

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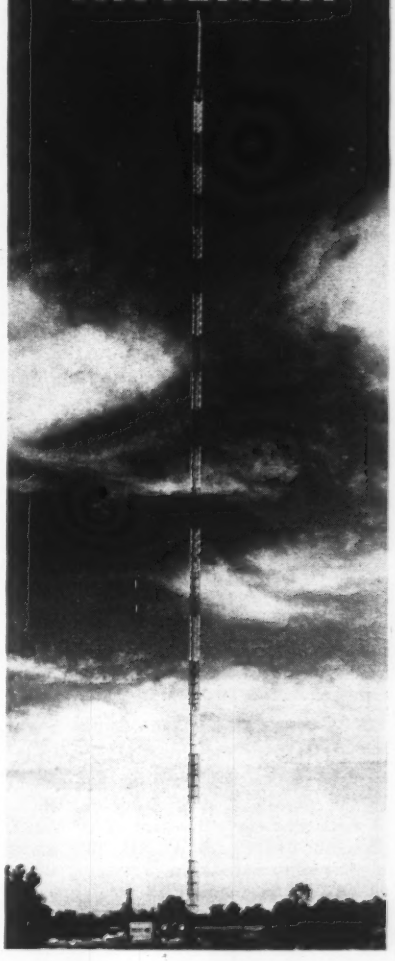

AMCI TYPE 1046
Channels 7 through 13

Shown above is the five-bay array recently installed for Station wtrn , Channel 7, in Washington, North Carolina. With a gain of 19.4, a single 6-⅛" coaxial transmission line feeder and in conjunction with a 20 kw transmitter, the antenna radiates an ERP of 316 kw AMCI Type I null fill-in assures proper coverage even in close to the tower. Write for Bulletin B-105

ANTENNA SYSTEMS—COMPONENTS
AIR NAVIGATION AIDS—INSTRUMENTS

AMCI ALFORD Manufacturing Co. Inc
299 ATLANTIC AVE. BOSTON, MASS

A MINIATURE remote amplifier, for use in covering sports events and emergencies in locations where power is not easily available, has been designed and built by George Yazell, manager of WHAW Weston, W. Va. Mr. Yazell demonstrates the amplifier, which handles two microphones and will operate continuously for 150 hours on self-contained batteries. Hearing aid-type tubes are used and total weight is only three pounds.

WXIX (TV) PLANS FOR BIRTHDAY

WXIX (TV) MILWAUKEE plans to devote a good part of a radio-tv spot campaign through March 2 to the promotion of its "Miss 19" beauty contest, planned to climax the station's first anniversary week. Over $5,000 in prizes will be awarded to "Miss 19." Semi-final judging will be conducted at the Milwaukee Automobile Show Feb. 18, and finalists will appear on WXIX March 2, with a CBS Television Network star scheduled to assist in the judging. The winning contestant will later serve as official hostess for WXIX throughout 1956.

CJET BUILDS CIVIC GOOD WILL

CJET SMITH FALLS, Ontario, has a Sunday morning *Editor's Corner* program, which is conducted alternately by editors of the four local weekly papers in the station's coverage area. The editors speak on everything and anything, providing stimulating listening and creating friendly feeling between the local press and the new Canadian radio station, says CJET. Also winning friends for the station each Saturday afternoon is a salute program to towns in its coverage area. The 55-minute program deals with the activities and history of each community in the CJET area, featuring taped interviews with prominent residents.

Station Authorizations, Applications
(As Compiled by B • T)

January 12 through January 18

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna, aur.—aural, vis.—visual, kw—kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization.

Am and Fm Summary Through Jan. 18

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,816	2,809	210	332	157
FM	535	525	52	18	1

FCC Commercial Station Authorizations
As of December 31, 1955*

	Am	Fm	Tv
Licensed (all on air)	2,804	521	147
Cps on air	20	19	335
Cps not on air	111	17	108
Total on air	2,824	540	482
Total authorized	2,935	557	590
Applications in hearing	152	1	166
New Station requests	217	4	28
New station bids in hearing	97	0	112
Facilities change requests	140	5	41
Total applications pending	750	80	289
Licenses deleted in Dec.	0	0	0
Cps deleted in Dec.	2	0	0

*Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and FM Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary Through Jan. 18

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	342	99	441
Noncom. Educ. on air	13	5	18

Grants since July 11, 1952:
(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	300	309	609[1]
Noncom. Educational	19	17	36[2]

Applications filed since April 14, 1952:
(When FCC ended Sept. 28, 1948–April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	967	337	761	543	1,304[3]
Noncom. Educ.	59		32	27	59[4]
Total	1,026	337	793	570	1,363[5]

[1] 162 cps (32 vhf, 130 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 642 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTIONS BY FCC

Fresno, Calif.—California Inland Bcstg. Co. granted vhf ch. 12 (204-210 mc); ERP 233 kw vis. 117 kw aur.; ant. height above average terrain 1,943 ft., above ground 174 ft. Estimated construction cost $579,057, first year operating cost $770,000, revenue $820,000. Post office address T. W. Patterson Bldg. Studio location Fresno. Trans. location Meadow Lake, Calif. Geographic coordinates 37° 04' 38.882" N. Lat., 119° 26' .482" W. Long. Trans. and ant. GE. Legal counsel Pierson & Ball, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Applicant is licensee of **KFRE-KFRM (FM) Fresno.** Granted Jan. 12.

Knoxville, Tenn.—Radio Station WBIR Inc. granted vhf ch. 10 (192-198 mc); ERP 316 kw vis., 158 kw aur.; ant. height above average terrain 925 ft., above ground 187 ft. Estimated construction cost $698,871, first year operating cost $504,986, revenue $494,682. Post office address 618 S. Gay St., Knoxville. Studio location 1126 Broadway, N. E., Knoxville. Trans. location Knoxville. Geographic coordinates 36° 00' 20" N. Lat., 83° 56' 22" W. Long. Trans. and ant. RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Applicant is licensee of **WBIR-AM-FM Knoxville.** Granted Jan. 13.

APPLICATION

Elmira, N. Y.—Veterans Bcstg. Co., vhf ch. 9 (186-192 mc); ERP 220 kw vis., 115 kw aur.; ant. height above average terrain 808 ft., above ground 374 ft. Estimated construction cost $247,748, first year operating cost $325,000, revenue $400,000. Post office address 17 Clinton Ave., South, Rochester, N. Y. Studio and trans. location Elmira. Geographic coordinates 42° 00' 24" N. Lat., 76° 49' 13" W. Long. Trans. and ant. GE. Legal counsel Frank U. Fletcher, Washington. Consulting engineer Page, Creutz, Steel & Waldschmitt Inc., Washington. Applicant is licensee of **WVET Rochester** and permittee of **WVET-TV Rochester.** Tv is sharetimer. WVET-TV is also applicant as sharetimer for ch. 27 Rochester. Filed Jan. 18.

Existing Tv Stations . . .

ACTION BY FCC

KETX (TV) Tyler, Tex.—Cp cancelled and call letters deleted for lack of prosecution by letter of Jan. 9. Station was on ch. 19. Announced Jan. 18.

APPLICATIONS

KRMA-TV Denver, Colo.—Seeks mod. of cp to make ant. and other equipment changes. Ant. height above average terrain 883 ft. Filed Jan. 13.

KMMT (TV) Austin, Minn.—Seeks cp to change ERP to 12.2 kw vis., 6.1 kw aur., change coordinates (not a move) and make equipment changes. Ant. height above average terrain 522 ft. Filed Jan. 13.

WDAM-TV Hattiesburg, Miss.—Seeks mod. of cp to change ERP to 56.90 kw vis., 34.14 kw aur., change studio location to trans. site, approx. 1.2 miles north of Eastabutchie, Miss., near Eastabutchie, on U. S. Hwy. 11, and make equipment changes. Ant. height above average terrain 488 ft. Filed Jan. 17.

WTWV (TV) Tupelo, Miss.—Seeks mod. of cp to change ERP to 27.2 kw vis., 13.6 kw aur., change equipment, change trans. and studio location to 2.5 miles north of Tupelo city limits and request waiver of sec. 3.613. Filed Jan. 13.

WBEN-TV Buffalo, N. Y.—Seeks cp to change ERP to 100 kw vis., 50 kw aur., and make ant. and other equipment changes. Ant. height above average terrain: 1,200 ft. Filed Jan. 12.

DuMont Bcstg. Corp., New York—Filed informal application for mod. and extension of permit to

NEGOTIATOR FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

ALLEN KANDER
And Company

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233
Lincoln Building • New York 17, N. Y., MU 7-4242
111 West Monroe St. • Chicago 3, Illinois RA 6-3688

supply tv shows broadcast in U. S., over DuMont Bcstg. Co. stations, to **CKLW-TV Windsor, Ont.** Authority is to last from Feb. 1, 1956, to Feb. 1, 1957. Filed Jan. 13.

APPLICATION AMENDED

WPFH (TV) Wilmington, Del.—Files amendment to change name from WDEL Inc. to WPFH Bcstg. Co. and to furnish additional engineering data. Filed Jan. 17.

CALL LETTERS ASSIGNED

WTVW (TV) Evansville, Ind.—Evansville Television Inc., ch. 7.

New Am Stations . . .

ACTIONS BY FCC

Hazelhurst, Ga.—A. M. Thomas granted 1450 kc, 250 w unl. Post office address P. O. Box 732, Jacksonville, Fla. Estimated construction cost $9,530, first year operating cost $20,800, revenue $30,000. Mr. Thomas owns television-appliance store, Jacksonville. Announced Jan. 12.

Muleshoe, Tex.—David W. Ratliff granted 1380 kc, 500 w D. Post office address Box 1123, Stamford, Tex. Estimated construction cost $15,482, first year operating cost $24,000, revenue $29,000. Mr. Ratliff owns **KDWT Stamford.** Announced Jan. 12.

Tyler, Tex.—Dana W. Adams granted 1320 kc, 500 w D. Post office address 1323 E. Sixth St., Tyler. Estimated construction cost $27,047, first year operating cost $36,000, revenue $48,000. Mr. Adams is in real estate and insurance sales. Announced Jan. 12.

APPLICATIONS

Mt. Sterling, Ky.—Mt. Sterling Bcstg. Co., 960 kc, 500 w D. Post office address 50 Broadway, Mt. Sterling. Estimated construction cost $19,106. first year operating cost $54,500, revenue $63,000. Principals are: Pres. **R. J. Reynolds** (33.3%), Vice Pres. **William C. Clay Jr.** (33.3%), and Treas. **William R. Reynolds** (16.6%), all with concrete pipe firm interests and Secy. **Thomas M. Edwards Jr.** (16.6%), attorney. Filed Jan. 12.

Wilmington, N. C.—East Coast Radio Co., 980 kc, 1 kw D. Post office address 100 College St., Asheville, N. C. Estimated construction cost $8,625, first year operating cost $27,500, revenue $30,000. Principals are partners **Harold Thoms** (20%), 99% owner **WISE-AM-TV Asheville,** 25% owner **WCOG Greensboro, N. C.,** 25% owner of **WAYS Charlotte, N. C.,** and former 25% owner of **WAYS-TV Charlotte; Mrs. Thoms** (40%), joint 75% owner of **WEAM Arlington, Va.,** with husband, and minority stockholder in WISE-AM-TV, and **Matilann S. Thoms** (40%), minority owner of WISE-TV. Filed Jan. 12.

Hillsboro, Ohio—David C. Winslow, 1590 kc, 500 w D. Post office address 640 Salisbury, Waverly, Ohio. Estimated construction cost $19,915, first year operating cost $38,400, revenue $50,000. Mr. Winslow is announcer-engineer **WPKO Waverly.** Filed Jan. 18.

Massillon, Ohio—Massillon Bcstg. Co., 990 kc, 250 w D. Post office address Cedar Rd., Mounted Rt. 10, Butler Pa. Estimated construction cost $36,857, first year operating cost $60,000, revenue $65,000. Sole owner **Joel W. Rosenblum** is 29% owner of **WISR Butler, Pa.** Filed Jan. 12.

Claremore, Okla.—Claremore Bcstg. Co., 1270 kc, 500 w D. Post office address Box 588, Claremore. Estimated construction cost $7,423, first year operating cost $18,000, revenue $27,000. Sole owner **Robert I. Hartley** is rancher and seed farmer. Filed Jan. 13.

Dyersburg, Tenn.—Hamilton Parks, 1330 kc, 500 w D. Post office address Trimble, Tenn. Estimated construction cost $15,404, first year operating cost $27,720, revenue $35,500. Sole owner Hamilton Parks is insurance agent and farm owner. Filed Jan. 18.

Selmer, Tenn.—Shiloh Bcstg. Co., 1010 kc, 250 w D. Post office address Selmer. Estimated construction cost $13,325, first year operating cost $30,000, revenue $40,000. Principals are equal partners **James M. McGrew,** bank officer; **Revis V. Hobbs,** staff engineer, **WSM Nashville, Tenn.,** and **James B. Ross,** attorney. Application is mutually exclusive with applications pending in Savannah, Tenn. Filed Jan. 13.

APPLICATION AMENDED

Westport, Conn.—Westport Bcstg. Co. application for cp new am to operate on 1260 kc, 1 kw D amended to reduce power to 500 w. Amended Jan. 18.

Existing Am Stations . . .

ACTIONS BY FCC

KOOS Coos Bay, Ore.—Granted change from 1230 kc, 250 w unl. to 1260 kc 1 kw unl.; engineering conditions. Granted Jan. 12.

WTRN Tyrone, Pa.—Granted increase from 500 w to 1 kw, continued operation on 1290 kc D. Granted Jan. 12.

KELP El Paso, Tex.-WRIT Milwaukee, Wis.—Applications for mod. of license to change name of licensee corp. from Trinity Bcstg. Corp. to McLendon Investment Corp. returned to applicant. Filed in wrong name. Returned Jan. 17.

WRAD Radford, Va.—Granted change on 1460 kc from 5 kw D to 500 w N, 5 kw LS, DA-N; engineering conditions. Granted Jan. 12.

APPLICATIONS

WMFC Monroeville, Ala.—Seeks cp to change from 1220 kc to 1360 kc, increase power from 250 w D to 1 kw D and make equipment changes. Filed Jan. 13.

KHOZ Harrison, Ark.—Seeks cp to change hours of operation from unl. to D, change frequency from 1240 kc to 1220 kc, power from 250 w unl. to 1 kw D and make equipment changes. Filed Jan. 17.

KAMO Rogers, Ark.—Seeks cp to increase power from 500 w D to 1 kw. Filed Jan. 12.

WSFB Quitman, Ga.—Seeks cp to change frequency from 1490 kc to 550 kc, increase power from 250 w D to 1 kw D and make equipment changes. Filed Jan. 18.

WINX Rockville, Md.—Seeks mod. of cp to change from DA-2 to DA-N and to operate trans. by remote control and make equipment changes. Filed Jan. 13.

WORC Worcester, Mass.—Seeks cp to increase D power from 1 kw to 5 kw, make change in DA and change from DA-1 to DA-2. Filed Jan. 12.

WLOX Biloxi, Miss.—Seeks cp to move ant. location 180 ft. south and 78 ft. west of present site and make changes in ground system. Filed Jan. 17.

KCHI Chillicothe, Mo.; KBIA Columbia, Mo., and **KREI Farmington, Mo.**—Seek to change name of licensee from Cecil W. Roberts and Jane A. Roberts to Cecil W. Roberts and Jane A. Roberts, his wife. Filed Jan. 18.

KFEQ-AM-TV St. Joseph, Mo.—Seeks to change name of licensee from KFEQ Inc. to Midland Bcstg. Co. Filed Jan. 18.

KCCO Lawton, Okla.—Seeks mod. of cp to change proposed trans. location to two miles east of Lawton on Hwy. 7 and 800 ft. south of Lawton. Filed Jan. 12.

KSLM Salem, Ore.—Seeks cp to increase D power from 1 kw to 5 kw and make equipment changes. Filed Jan. 12.

KROD-AM-TV El Paso, Tex.—Seeks mod. of license to change name of licensee from El Paso Times Inc. to El Paso Times Inc. d/b as Roderick Bcstg. Co. Filed Jan. 17.

WCHV Charlottesville, Va.—Seeks cp to increase D power from 1 kw to 5 kw, change from DA-N to DA-2 and make equipment changes. Filed Jan. 18.

WHEE Martinsville, Va.—Seeks cp to increase power from 500 w D to 1 kw D. Filed Jan. 17.

KSEM Moses Lake, Wash.—Seeks mod. of cp to increase D power from 1 kw to 5 kw and make equipment changes. Filed Jan. 12.

WDUX Waupaca, Wis.—Seeks mod. of cp to increase power from 500 w to 1 kw. Filed Jan. 17.

APPLICATIONS AMENDED

KIEM Eureka, Calif.—Application for cp to change from 1480 kc to 930 kc, change power from 5 kw unl. to 1 kw N and 5 kw D and change from DA-1 to DA-2 amended to specify DA changes. Amended Jan. 12.

KANI Kaneohe, Oahu, Hawaii—Application for mod. of license to change main studio location, site to be determined, amended to specify studio location as Kailua Shopping Center, Rm. 207, Kailua Rd., Lanikai Post Office, Hawaii. (Waiver of sec. 3.30 of rules.) Amended Jan. 18.

CALL LETTERS ASSIGNED

KTML Trumann, Ark.—Poinsett County Bcstg. Co., 1580 kc, 250 w D.

KENL Arcata, Calif.—Vernon W. Emmerson, 1340 kc, 250 w unl.

KNOC Natchitoches, La.—Natchitoches Bcstg. Co., 1450 kc, 250 w unl. Changed from KWCJ effective Feb. 1.

WCER Charlotte, Mich.—Eaton County Bcstg. Co., 1390 kc, 1 kw D.

WMKL Dowagiac, Mich.—Cass County Bcstg. Co., 1440 kc, 500 w D.

KUBE Pendleton, Ore.—Umatilla Bcstg. Enterprises, 1050 kc, 1 kw D.

WCBG Chambersburg, Pa.—James R. Reese Jr., 1590 kc, 1 kw D.

KBBS Buffalo, Wyo.—Northern Wyoming Bcstg. Corp., 1450 kc, 250 w unl.

KATI Casper, Wyo.—John L. Breece, 1400 kc, 250 w unl. Changed from KTOO.

New Fm Stations . . .

APPLICATION

Cheney, Wash.—Eastern Washington College of Education, 87.24 mc, 10 w. Post office address Cheney. Estimated construction cost $2,100, first year operating cost $800. Station is to operate on non-commercial, educational basis. Filed Jan. 18.

Existing Fm Stations . . .

CALL LETTERS ASSIGNED

WGRV-FM Greeneville, Tenn.—Radio Greeneville Inc., 94.9 mc, 4.6 kw.

Ownership Changes . . .

ACTIONS BY FCC

KSWM-AM-TV Joplin, Mo.—Granted relinquishment of negative control (50%) by **Austin A. Harrison** to remaining stockholders of licensee Air Time Inc. Corporate change only; no change in control. Granted Jan. 10; announced Jan. 17.

WMLP-AM-FM Milton, Pa.—Granted assignment of licenses to **WMLP Inc.** Corporate change only; no change in control. Granted Jan. 13; announced Jan. 17.

APPLICATIONS

WVNA Tuscumbia, Ala.—Seeks assignment of license to **Elton H. Darby** for $24,000. Mr. Darby has building supply, real estate interests. Filed Jan. 18.

WTRP LaGrange, Ga.—Seeks transfer of control to **Byron H. Hurst, Ralph C. Freeman, Julian P. Hurst** and **Frank E. Hurst** d/b as Chattahoochee Bcstg. Co. Present one-third owner **W. Cecil Crew** is selling his interest to F. E. Hurst and J. P. Hurst (16.6% each) for $11,000. Original partners B. H. Hurst and Mr. Freeman retain their one-third interests. J. P. Hurst is training to be naval officer and F. E. Hurst is WTRP business manager. Filed Jan. 13.

KRLC Lewiston, Idaho—Seeks assignment of license to **Donald** and **Elaine Thomas,** tenants in common, for $59,171. Mr. Thomas is KRLC manager. Filed Jan. 18.

WTVE (TV) Elmira, N. Y.—Seeks assignment of license to WTVE Inc., for $20,000 from new 33.3% stockholder **William W. Scranton** and transfer of real estate valued at $47,000 by present owners **John S. Booth** and **Thompson K. Cassel.** Mr. Scranton is 80% owner of **WARM-AM-TV Scranton, Pa.** Filed Jan. 13.

WQOK Greenville, S. C.—Seeks transfer of control (75%) to **Speidel-Fisher Bcstg. Corp.** for $34,000 plus assuming 75% of outstanding $21,000 indebtedness and making $12,000 loan. Speidel-Fisher owns **WOIC Columbia, S. C.** Filed Jan. 18.

WIAC Santurce, P. R.—Seeks transfer of control (75%) to Pres. **Pedro E. Santiago** (35%), food firm promotion manager; Secy. **Alfonso Ortiz** (15%), manager of firm manufacturing and exporting food, and Vice Pres. **Luis S. Mejia** (25%), pres. Kresto-Denia Inc. (adv. agency) for $70,000. Licensee of **WORA-AM-TV Mayaguez** retains present 12.5% interest. Filed Jan. 13.

Hearing Cases . . .

INITIAL DECISION

WJRT (TV) Flint, Mich.—Hearing Examiner Herbert Sharfman issued initial decision looking toward setting aside Commission's action of June 8, 1955 (which postponed effective date of

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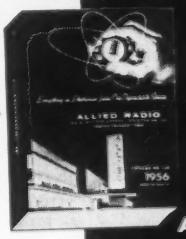

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April 14 grant for mod. of cp of **WJRT (TV) Flint,** to move trans. site from point southeast of Flint [Clarkston] to point northwest of Flint [Chesaning] in direction of Detroit, make ant. changes and change studio location in Flint, and affirming and reinstating said grant. Grant had been protested by **WKNX-TV Saginaw, WTOM-TV Lansing,** and **WWTV (TV) Cadillac, Mich.**

FINAL DECISIONS

Fresno, Calif.—FCC announced decision granting application of **California Inland Bcstg Co.** (KFRE) to construct new tv station on ch. 12 in Fresno and denying competing application of **The George Harm Station,** Fresno. Also (1) dismissed as moot (a) petition of O'Neill Bcstg. Co. requesting that final action in proceeding on competing applications of California Inland Bcstg. Co. and George Harm Station, be held in abeyance until after final determination of all matters pending involving reassignment of ch. 12, and (b) motion by O'Neill for extension of time to file reply; (2) granted waiver of sec. 1.730 and accepted reply of O'Neill; and (3) denied petition of O'Neill for consolidation, intervention and other relief in this proceeding. By separate order FCC dismissed petition by **KSAN-TV San Francisco,** requesting denial of both applications in ch. 12, comparative hearing proceeding. Action of Jan. 12.

WHYN-TV Springfield, Mass.—FCC finalized rule-making and assigned ch. 40 to Springfield-Holyoke, Mass., in place of ch. 55 and substituted ch. 57 for ch. 40 at Montpelier, Vt..; also mod. authorization of Hampden-Hampshire Corp. to specify operation of **WHYN-TV Springfield** on ch. 40 instead of ch. 55 effective Feb. 14. Action of Jan. 12.

WKST-TV New Castle, Pa.—FCC denied petition by **WKST-TV New Castle** (ch. 45) and terminated further rule-making proceeding which was in response to request by WKST-TV to shift ch. 45 from New Castle to Youngstown, Ohio, by three alternative methods to enable WKST-TV to operate as Youngstown rather than as New Castle station. Action of Jan. 12.

Knoxville, Tenn.—FCC announced decision of Jan. 11 granting application of Radio Station WBIR Inc., for new tv to operate on ch. 10 in Knoxville and denying competing applications of Scripps-Howard Radio Inc., and Tennessee Television Inc. Announced Jan. 13.

Princess Anne, Va.—FCC denied Oct. 4, 1955, petition of Commonwealth Bcstg. Corp. (former permittee of **WTOV-TV Norfolk, Va.**) requesting reinstatement of rule-making to shift ch. 13 from New Bern, N. C., to Princess Anne. Action of Jan. 12.

OTHER ACTIONS

Translator Stations—FCC will receive comments until March 5 on proposal that "translator" stations be licensed. Such outlets would operate on ch. 70-83 with power up to 10 w and rebroadcast programs of conventional tv stations thus permitting service to areas incapable of supporting a full-scale tv operation. Translators are not to be confused with booster and satellite operations, FCC stated. Action of Jan. 12.

Jacksonville, Fla.—FCC (1) dismissed as moot petition filed by **WOBS-TV Jacksonville, Fla.,** for stay of comparative proceedings on applications of City of Jacksonville, Florida-Georgia Television Co. and Jacksonville Bcstg. Corp. for new tv station to operate on ch. 12 in Jacksonville and (2) denied WOBS-TV petitions for intervention and stay and denied portion of its petition for reconsideration and further relief requesting stay in these proceedings. Announced Jan. 13.

Anna, Ill.—Anna Bcstg. Co. designated for hearing on application for new am to operate on 1440 kc. 500 w D; made **WINI Murphysboro, Ill.,** party to proceeding. Action of Jan. 12.

Salisbury, Md.—**Hoyt C. Murphy** and **Elizabeth Evans-W. Courtney Evans** designated for consolidated hearing on applications for new am to operate on 1320 kc, 500 w D. Action of Jan. 12.

Munising, Mich.—**North Central Bcstg. Co.** and **Munising-Alger Bcstg. Co.** designated for consolidated hearing for new am to operate on 1400 kc, 250 w unl. Action of Jan. 12.

WBUF-TV Buffalo, N. Y.—FCC denied request by NBC for continuance of hearing and appeal from ruling of examiner in proceeding on application of WBUF-TV Inc. to assign cp for **WBUF-TV Buffalo** to NBC. Action of Jan. 18.

Chateaugay, N. Y.—FCC stayed effective date of its Nov. 16, 1955, grant of cp to **Franklin County Bcstg. Co.** for new am (WYES) to operate on 1050 kc, 1 kw D in Chateaugay pending hearing to be held March 12 and made **WICY Malone, N. Y.,** which protested grant, party to proceeding with burden of proof. Action of Jan. 12.

WEOL Elyria, Ohio—FCC denied petition by Lorain Journal Co., Lorain, Ohio, for review of examiner's denial of petition for continuance of hearing on application for renewal of license of **WEOL Elyria** pending Commission action on petition for reconsideration and enlargement of issues. Action of Jan. 18.

WMAN Mansfield, Ohio—FCC denied petition by Mansfield Journal Co., for review of examiner's denial of petition for continuance of hearing on application for renewal of license of **WMAN Mansfield** pending Commission action on petition for reconsideration and enlargement of issues. Action of Jan. 18.

Clarkston, Wash.—FCC invites comments by Feb. 10 to rule-making proposal of Orchards Community Television Assn., Lewiston, Idaho, that chs. 34 and 40 be assigned to Clarkston for satellite operation. Action of Jan. 12.

Routine Roundup . . .

January 12 Decisions

By the Commission

Granted SCA

WBNY-FM Buffalo, N. Y.; WNAV-FM Annapolis, Md.; WHK-FM Cleveland, Ohio; WWRL-FM New York.

ACTIONS ON MOTIONS

By Hearing Examiner Herbert Sharfman

Wolf Point, Mont.—Issued order after further conference which shall govern course of hearing re am applications of Hi-Line Bcstg. Co., and The Wolf Point Bcstg. Co., Wolf Point, Mont.; hearing to begin previously ordered on Jan. 11. Action of Jan. 10.

KHTV (TV) Twin Falls, Idaho—Ordered prehearing conference Jan. 13 re application of **KHTV (TV) Twin Falls, Idaho** (ch. 13). Action of Jan. 10.

By Hearing Examiner H. Gifford Irion

WOI Ames, Iowa—Upon informal request of counsel for Broadcast Bureau, ordered further hearing scheduled for Jan. 16 is continued to Jan. 30, re application of **WOI Ames** for SSA to operate additional hours from 6 a.m. to local sunrise CST with 1 kw; counsel who intend to make objections to any of deposition or portions thereof shall state generally such objections in writing by Jan. 23, with copies to hearing examiner and other parties; and replies to such objections may be filed not later than Jan. 26. Action of Jan. 10.

By Hearing Examiner Basil P. Cooper

Connecticut—Issued second order for conduct of hearing re am applications of Manchester Bcstg. Co., Manchester, Conn., Regional Bcstg. Co., East Hartford, Conn., and Brothers Bcstg. Corp., Hartford, Conn.; hearing to begin Feb. 8. Action of Jan. 9.

Manchester Bcstg. Co., Manchester, Conn.—By memorandum opinion and order granted petition for leave to amend its am application to specify operating power of 250 w in lieu of 100 w. Action of Jan. 9.

By Hearing Examiner Elizabeth C. Smith

California—Ordered prehearing conference Jan. 16 re am applications of **KYNO Fresno, Calif.,** and **KFMB San Diego, Calif.** Action of Jan. 9.

January 12 Applications

Accepted for Filing

Modification of Cp

KHUM Eureka, Calif.—Seeking mod. of cp (which authorized changed frequency, power, install DA, change trans. location and make equipment changes) for extension of completion date.

WGGH Marion, Ill.—Seeks mod. of cp (which authorized increased power, install DA-D, change ant.-trans.-studio locations, and make equipment changes) for extension of completion date.

WCED Du Bois, Pa.—Seeks mod. of cp (which authorized changed frequency, power, trans. location and make equipment changes) for extension of completion date.

WMTI (FM) Norfolk, Va.—Seeks mod. of cp (which authorized new educational fm station) for extension of completion date.

WRAY-TV Princeton, Ind.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 6.

KWGB-TV Goodland, Kan.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 11.

WOAY-TV Oak Hill, W. Va.—Seeks mod. of cp (which authorized new tv station) to extend completion date to April 2.

KARD-TV Wichita, Kan.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Aug. 8.

WLOS-TV Asheville, N. C.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Aug. 9.

WARD-TV Johnstown, Pa.—Seeks mod. of cp (which authorized new tv station) for extension of completion date to July 15.

SCA

KBMS (FM) Glendale, Calif.

Renewal of License

WMIN St. Paul, Minn.

Renewal of License Returned

KOA Denver, Colo.—Application for renewal of license returned; not notarized.

License to Cover Cp

WBEC Pittsfield, Mass.—Seeks license to cover cp which authorized change in trans. and studio locations.

KOOK Billings, Mont.—Seeks license to cover cp which authorized change in DA pattern.

License to Cover Cp Resubmitted

WHER Memphis, Tenn.—Seeks license to cover cp which authorized new am station.

January 13 Applications

Accepted for Filing

License to Cover Cp

WMEG Eau Gallie, Fla.—Seeks license to cover cp which authorized new am station and specify studio location as on unnamed county road, approx. 300 ft. north of Aurora intersection, 2.5 miles west of Eau Gallie.

WTOE Spruce Pines, N. C.—Seeks license to cover cp which authorized new am station.

KPFM (FM) Berkeley, Calif.—Seeks license to cover cp which authorized changes in licensed station.

Renewal of License

WHO-FM Des Moines, Iowa.

Modification of Cp Returned

WMUB (FM) Oxford, Ohio—Application for extension of completion date returned. Improperly signed.

Modification of Cp

KOPO-TV Tucson, Ariz.—Seeks mod. of cp (which authorized new tv station) to extend completion date to April 17.

WESH-TV Daytona Beach, Fla.—Seeks mod. of cp (which authorized new tv station) to extend completion date to May 10.

KRNT-TV Des Moines, Iowa—Seeks mod. of cp (which authorized new tv station) to extend completion date to May 1.

WKAR-TV East Lansing, Mich.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Aug. 15.

KRCG (TV) Jefferson City, Mo.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Aug. 19.

WQMC (TV) Charlotte, N. C.—Seeks mod. of cp (which authorized new tv station) to extend completion date.

WNET (TV) Providence, R. I.—Seeks mod. of cp (which authorized new tv station) to extend completion date.

KRSM (TV) Yakima, Wash.—Seeks mod. of cp (which authorized new tv station) to extend completion date to June 1.

WFRV-TV Green Bay, Wis.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Aug. 23.

January 16 Decisions

ACTIONS ON MOTIONS

By Comr. Robert E. Lee

KSEM Moses Lake, Wash.—Granted petition for extension of time to Feb. 7, to file exceptions to initial decision re application of **KBAS-TV Ephrata, Wash.** Action Jan. 11.

Long Branch Bcstg. Co., Long Branch, N. J.—

(Continues on page 100)

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Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Station manager for 250 watt fulltime Carolina station needed. Prefer mature person with family, and at least three years experience. Good market, but competitive. Sales ability preferred, but not essential. Will consider selling part interest to right person. Box 970E, B•T.

Salesmen

Salesman—multiple operations advertising company needs top-notch producer. Exceptional earning plus guaranteed draw. Write fully. Box 130F, B•T.

California: 5 kw CBS affiliate has immediate opening for experienced hard-hitting energetic salesman. Good guarantee plus active accounts. Potential is here for top-notch producer, man who can sell. Send detailed resume past experience, references, photo. Box 135F, B•T.

Hard working salesman with successful small market record, interested in moving major market. Salary plus commission. Good working conditions. KUDL, Kansas City, Missouri.

Outstanding opportunity exists for aggressive salesman. If you can sell radio time and have recent record of $2,500 month billing or up, we'll start you at $400 guarantee against 15%. This is a 90,000 city in a 350,000 territory and we're the dominant station. All details, references and current photo in first letter. We're hiring someone this week. KUSN, St. Joseph, Missouri.

Top-notch opportunity for bright, aggressive, dependable salesman. Real room for advancement. Three station organization. Other excellent employee benefits. Send details, income requirements, photo. WDOS, Oneonta, N. Y.

Immediate opening for male or female interested in settling in an active metropolitan district city. Some experience desired. Write or call WSTC, 270 Atlantic Street, Stamford, Connecticut. DAvis 4-7575.

Wanted—Experienced radio salesman for WTAD, 5 kw CBS affiliate. Draw against liberal commission. Write giving background, previous employment and photograph to WTAD, WCU Building, Quincy, Illinois.

Announcers

Young announcer with potential and some basic experience. Illinois kilowatt. $60 to start. Box 904E, B•T.

Wanted: Actor-DJ-stage, tv, radio acting experience (soap opera). Les Tremayne type voice. Narrative "story teller" delivery. Ohio. Box 944E, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

Salesman's announcer. Independent with number one position by ratings in one of the largest coast cities looking for experienced mature salesman who has experience selling and servicing retail accounts. This man will do 6 a.m.-9 a.m. morning show and must be able to prove top position in his present market. No hot-shot disc jockeys. Minimum age considered thirty. Salary plus commission and talent additional when qualified. Send full details plus audition tape. Will be interviewed by owner and returned within 24 hours. Reply Box 131F, B•T.

Need negro red-hot mama (woman) announcer, and one negro man rock and roll announcer. Send tape and resume first letter. Box 154F, B•T. Beginners considered. Box 154F, B•T.

Gospel man for one of the nation's leading negro programmed stations. Only experienced men please reply. Send photo and tape and background. Box 177F, B•T.

DJ—"voice with a smile", just naturally jolly. Glib, humorous adlib. Actor ability, interpret lines. Wanted by station in Penna., Michigan, upper N. Y., area. Box 199F, B•T.

Oregon CBS station wants another top grade production and sales-mined announcer. $100 for 40 hours plus percentage. Airmail tape to Bud Chandler, KFLW, Klamath Falls.

Opportunity for good experienced, married staff announcer. Send resume. ABC Network. KFRO, Longview, Texas.

Announcer-engineer with 1st class ticket. $90 per week. Send tape and resume. KGHF, Pueblo, Colorado.

Wanted: Combo man, first phone, by one of the midwest's most progressive stations. Must be good, emphasis announcing. Contact PD or Manager, KSTT, Davenport, Iowa.

Combo-first phone, 250 watter, swell climate, good pay. No drunks. KTRC, Santa Fe, N. M.

WDRF, Chester, Pa., has immediate opening for experienced combination announcer-engineer with first class license. Send full details in letter with audition tape.

Immediate opening for two good announcers. Accent on air salesmanship. Send tape, complete information first letter. Bill Bailey, Manager, WFLB-WFLB-TV, P. O. Box 512, Fayetteville, North Carolina.

RADIO

Help Wanted—(Cont'd)

Wanted: Combination chief engineer-announcer. On Alabama's Gulf Coast. Daytime, 1 kw, remote control. Excellent working conditions, benefits. Salary open to "right" person. Please send tape audition, letter with experience, pay. Radio Station WHEP, Foley, Alabama.

Opportunity at WIBC: Prefer experienced Indiana man looking for staff announcer opportunity with 50,000 watt independent. Rush audition tape and resume to Bill Dean, Program Director, WIBC, Indianapolis.

Deejay. With personality and selling ability. Must know music and news type operation. Good salary and working conditions. Send tape to: C. F. Walker, WKDA, Nashville, Tennessee.

Announcer-chief engineer. Emphasis announcing—New beautifully equipped 1000 watt-daytimer—immediate. Send resume, tape or call Bill Duke. Main 4-4908, WKDL, Clarksdale, Mississippi.

Wanted: Staff announcer also to be program director at leading network station in biggest small market in south. Good pay. Opportunity for advancement. Excellent working conditions. Selling not required but will pay 20 percent commission. Young, energetic, settled man with one or two years announcing who can type and wants to learn program work will be considered. Rush tape and letter listing each job held, starting and ending date and pay. WKUL, Cullman, Alabama.

Wanted: Hillbilly and gospel announcer to take position as number one announcer in leading station in biggest small market in south. Good pay, opportunity for advancement. Excellent working conditions. Selling not required but will pay 20 percent commission. Rush tape and letter listing each job held, starting and ending date and pay. WKUL, Cullman, Alabama.

Announcer with first class ticket, emphasis on announcing. Superb location. Progressive network station. Send tape, picture, references and background experience, WORZ, Orlando, Florida.

Northwest graduates working in radio and tv (including Northwest Broadcasting School graduates) we are forming a national alumni association and I have a special gift for you. Get in touch with me as soon as possible. Bill Sawyer, 1221 N. W. 21st Avenue, Portland 9, Oregon.

Technical

$100 a week for qualified chief engineer-announcer. Southern, regional, network station. Box 136F, B•T.

We've got everything good but a chief engineer! If you like good country along the Gulf Coast . . . good working conditions . . . good salary and are a good chief engineer with a good announcing voice get in touch with us for goodness sake! Send an experience resume to Box 145F, B•T.

Wanted: Chief engineer, 5000 watts day, 1000 watts night directional. Some operation with emphasis on maintenance and supervision. All details in first letter. Box 171F, B•T.

Wanted: Combination engineer-announcer, permanent position. Send tape, KPOW, Powell, Wyoming.

Wanted: Chief engineer, combo announcer. $100.00 week. Rush resume. WKNK, Muskegon, Mich.

Progressive independent in ideal southwestern climate needs chief with air experience for announce shift and maintenance of Gates 250 w transmitter, remote unit, and studio equipment. Nation's 2nd-fastest growing city. Phone full details to: Ed Sleighel, 3-1744, collect, Albuquerque, N. M.

Programming-Production, Others

Program director-announcer. Mississippi daytimer. Southerner—25-35—married. Copy-interviews-special events-play-by-play. Join congenial staff at $75-$85 week. Box 907E, B•T.

Top-flight radio-tv newsroom in major market needs newsman capable of aggressive local reporting. Those without reportorial experience need not apply. The man we're looking for combines good reporting and writing with forceful delivery. Send tape, photo, news copy, and resume, including salary expected and when available to Box 980E, B•T.

Newsman, insure your future in radio. Midwest metropolitan independent needs experienced man in local news coverage. Must have good voice. Send tape, resume, salary requirements. Box 151F, B•T.

Married man to write local news and do part-timer announcing shift. Must be from midwest or south. Send complete resume and audition tape, first letter. Box 194F, B•T.

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It's simple prudence to place your future in the hands of an organization exclusively dedicated to the broadcast industry.

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333 Trans-Lux Bldg. 724 Fourteenth St., N.W. Washington 5, D. C.

RADIO

Help Wanted

Programming-Production, Others

Radio news reporter, male or female. Opportunity for active participation in local news gathering and writing. Some experience preferred. Write or call WSTC, 270 Atlantic Street, Stamford, Conn. DAvis 4-7575.

Copywriter wanted immediately. Must be experienced, able to write hard sell copy and run continuity department. Will pay excellent scale to right person. Send full resume to WTAC, 740 South Saginaw, Flint, Michigan. Michigan second largest market.

Situations Wanted

Managerial

Two experienced radio-tv men available immediately as "team" or individually, at same operation. Over 20 years combined experience as assistant general manager, sales manager, program director, major league baseball broadcasting ("live" and "recreated"), sports director, news director, deejay ("pop" and "hillbilly"), etc. Currently free lancing in midwest metropolitan market. Minimum salary requirement, combined—$300 per week. Box 133F, B•T.

Manager, proven record. Sales background. Will take over complete management of your station on a percentage basis. Now earning over $12,000 per year. Interested in small market. Box 169F, B•T.

Salesmen

Ohio. Salesman, high calibre announcer, good voice. Emphasis on sales. Experienced. First class license. Box 165F, B•T.

Thoroughly experienced radio salesman wishes to relocate with good station in a good market. Successful record, hard working, reliable. Family man. Best of business references. Available immediately. Contact Dal Gray, RD #1, Bemus Point, N. Y.

Announcers

Morning man. 5 year proven top rating in highly competitive midwest, six station market. Radio, tv, stage and motion picture background. Nothing under $125. Box 959E, B•T.

Announcer, two years radio experience all phases except play-by-play, recent first phone. Seek permanent announcing or combo position. Some tv desirable. Responsible family man, 25, discharged veteran. Prefer in person interview. Available February. Box 973E, B•T.

Announcer—DJ—sports—news, veteran—24—reliable—good references—tape. Box 977E, B•T.

Florida-Texas-New Mexico-Arizona-California stations. Need capable, experienced listener getter, newsman? Let's confer. Box 989E, B•T.

Give your listeners or viewers a new personality for '56. Box 996E, B•T.

Woman announcer and disc jockey, experienced. Box 997E, B•T.

Experienced pop DJ staff announcer. Presently employed midwest. Wishes to relocate to east coast. Prefer Middle Atlantic or New England states. Box 999E, B•T.

Combo—1st phone—experienced all phases. Heavy news, commercials. Interested in tv start. Prefer Rockies or West. Married. Veteran. Available February 15th. Box 137F, B•T.

Canadian announcer wishing Florida location. Ten years experience, employed, married, sober, age 36. Do you need a dependable man? Box 143F, B•T.

Experienced staff announcer desires permanent position with progressive station. Good voice, sincere worker. Interested in programming. Tape, resume. Available immediately. Box 146F, B•T.

Fourteen years experience staff announcer-program director. Good voice, background. Want position with sound, progressive station Iowa-Southern Minnesota. Box 147F, B•T.

Experienced announcer and sales desires position with good station in southwest. Complete background and tapes available. Excellent references. Box 148F, B•T.

8 years experience personality disc jocky. Presently employed radio-tv. Desire change to more metropolitan area. Would also accept position as program director. Box 152F, B•T.

Announcer, first phone. All phases, especially air news editor, copy and PD. Interested in combo position. Would consider learning sales. Prefer small town (15,000) in Florida. Will accept others. Box 160F, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcer, eight years, good salary, working conditions, future. Prefer south. Box 157F, B•T.

Light on experience but plenty of training. Familiar with news, commercials and record shows, also combo work. Steady, hard working, eager to learn. Tape-photo available. Box 158F, B•T.

Top-flight personality DJ 5 years. 2 in major market. Highly competitive market preferred, Specialist in board production. Box 162F, B•T.

Attention Florida . . . ten year sports veteran in large metropolitan area looking for Florida position. Class A baseball, college high school basketball, football and boxing. Also solo, engineering, color, play-by-play. Family man, college graduate. Outstanding on sports, news, commercials, and ad-libs. Currently sponsored on 48 sportscasts per week. Same area ten years. Best references. Box 163F, B•T.

Staff announcer. Experienced in sports, news and DJ. Seeking larger market and greater opportunities. Now employed. Box 167F, B•T.

Announcer—8 years experience play-by-play all sports—news—desire permanent position—available immediately. Box 170F, B•T.

Experienced. Employed. Desire permanency 200 miles of New York. Veteran. Box 175F, B•T.

Experienced top negro announcer—deejay. Board, copy. Accustomed heavy commercial schedule. College and graduate degrees. No floater or jivver. Box 178F, B•T.

Sports announcer: Five years radio-tv play-by-play all phases. AAA Baseball experience, neto shows, married, college grad. Personal interview. Box 185F, B•T.

Deejay. Now is the time for all good men to come to the aid of Buddy Gibson. Single, young, has character, ability, experience. Call Yonkers 3-1021 or write Box 186F, B•T.

Experienced Negro DJ announcer. Third phone, excellent references. Willing to travel. Tape or disc on request. Box 187F, B•T.

Announcer, excellent selling ability. News, commercials, DJ. Salary reasonable. Right job important. Married, vet. Box 188F, B•T.

Stop. Here's the experienced announcer you've been looking for, specializing in news, commercials, DJ. Try me. Money back guarantee. Box 189F, B•T.

Announcer, specializing news, strong commercials, DJ, 25, vet, college graduate. Box 190F, B•T.

Recent broadcasting school graduate. Good DJ, news, sports, board, tape. Box 191F, B•T.

Are you looking for announcer! Hours not important, salary secondary to opportunity. Vet, 23, single, some experience, radio school grad. Permanent position, immediate availability, will travel. Tape, resume, photo. Box 195F, B•T.

Staff announcer—2 years experience, 23, single, car, vet. In or around New York State. Box 196F, B•T.

Singer, emcee and announcer. Excellent tenor. University graduate. Complete repertoire of popular, semi-classical and operatic music. Can arrange disc talent and pop shows. Tireless worker. Seeks position at radio or tv station. Opportunity is primary consideration. Will relocate anywhere. Glenn Adams, 83-77 Woodhaven Blvd., Woodhaven, N.Y.C., Apt. 2C, Virginia 6-4450.

Jeff Brian. Varied experience, specialize sports. 23, married, veteran. Particulars on request. Write 49 Cornell Avenue, Yonkers, New York.

Recent SRT graduate seeks announcing job. College education. Wallace Dow, 195 Glen Avenue, Glen Rock, New Jersey. GIlbert 4-1778.

Conscientious, sober, sales-minded, married man seeking job with future. Presently morning DJ, news, and staff at 100kw AFN Munich. Will be free for civilian employment on 1 February 1956. References. P.F.C. Roy Forman, 2002 Blain Ave., Detroit 6, Michigan.

Technical

Engineer, 1st phone, experienced, desires permanent position with well established station. Capable of operation and maintenance and willing take responsibility. Would like to file application with stations anticipating future engineering staff expansion or offering tv opportunity. Box 981E, B•T.

RADIO

Situations Wanted—(Cont'd)

Chief engineer, good practical experience—construction—maintenance—directionals and measurements. Box 150F, B•T.

Engineer: Seven years am-fm experience. Excellent references. Desire television opportunities. Box 153F, B•T.

Chief engineer. Extensive electronic experience; all phases broadcasting. Mature. Do some announcing. Texas; adjacent states. Box 182F, B•T.

Experienced—first phone—young-single-willing to travel—good recommendations—contact E. D. Griffin, 1824 Charles Street, Houston, Texas. Phone ME 5-1736.

Programming-Production, Others

Production assistant—former reporter, broadcasting school graduate. Knowledge administration and salesmanship. Capable, personable and aggressive. Available immediately. Box 132F, B•T.

Production - programming — competent, experienced, exceptional background. Desire progressive station with future. Box 149 F, B•T.

20 years radio-tv experience, presently working major California market. Radio and tv programming, production, network sportscasting, newscasting, DJ, audience participation, special events. 8 years on-camera commercials. Want permanent association with growing station in smaller market with eye to the future. Box 155F, B•T.

Professionally trained, experienced, male copywriter, go anywhere. Call or wire collect. L. Greene, 609 Cook Street, Lewistown, Montana.

(*Continued on next page*)

RADIO SALESMEN WANTED

Many of RAB's 800 member radio stations need salesmen. At these stations you'll get the help you need to make really big sales — alert management, a steady flow of saleable ideas and sales tools. Attractive incentive plans at many stations. If you like selling with facts and presentations and are not currently working for an RAB member station, we'll help you find a good selling job with one of our stations. No charge. Just write.

Kevin Sweeney,
President
RAB
460 Park Avenue
New York 22, New York

TELEVISION

HELP WANTED

Salesmen

Wanted—experienced radio or television salesman to sell television in two-station market for CBS affiliate, 316 kw on channel 7. Write giving background, previous employment, and photograph to KHQA-TV, WCU Building, Quincy, Illinois.

Announcers

Tv announcer who can do outstanding newscasts and some general staff work. Successful vhf net affiliate in southwest. Consider mature radio announcer seeking tv opportunity. Box 963E, B•T.

Pennsylvania's fastest growing tv station has exceptional opportunity for announcers and continuity director. Net affiliate with top facilities and staff. Send resume and tape. Box 192F, B•T.

Experienced television announcer. Expanding staff. Camera operation, control room and production experience preferred. Submit complete resume, photo and tape. Manager, KKTV, Colorado Springs, Colorado.

Experienced tv all-around staff man. Possible to produce your ideas into shows. Apply in person or sound on film auditions. Peter Gallagher, WGLV-TV, Easton, Pa.

Technical

Wanted: Experienced tv maintenance chief engineer for northwest CBS station. Give references and salary requirements. Box 940E, B•T.

Immediate opening for television engineer with first class ticket. Permanent. Non-metropolitan market. Maintenance experience preferred. Box 964E, B•T.

Immediate opening, engineering. Experience not necessary, but first phone, ability, interest, and training in television engineering are requested. Write or phone Chief Engineer, WIRI (TV), Plattsburg, New York. 3070.

Programming-Production, Others

Television promotion assistant wanted. Must be strong on publicity and have education and/or experience in merchandising. Advancement opportunities for hard worker. Tell all first letter. Box 915E, B•T.

TELEVISION

Help Wanted—(Cont'd)

Program director for maximum powered NBC-TV affiliate. Must have ideas, be able to maintain good production and handle staff. Prefer man who can also do some announcing. Right man can become assistant station manager. Box 962E, B•T.

Opportunities for traffic clerk and for film editor in eastern metropolitan station. Experienced necessary. State qualifications and minimum salary. Box 198F, B•T.

Situations Wanted

Salesmen

Chicago 50 kw account executive, 10 years experience with valuable contacts, wants to represent your product, services, or radio-tv properties in Chicago area on commission basis. Box 138F, B•T.

Announcers

Do you have a good operation Can you use six years am and tv experience, in all phases? Age 38, happily married and ready to move up. Box 140F, B•T.

Announcer-producer. 12 years radio and tv. Employed. Make offer. Box 183F, B•T.

Technical

First class studio engineer, 29, 8 years experience, 2 years tv, 5-50 kw radio control wants position with future with progressive station. Box 168F, B•T.

Programming-Production, Others

Tv promotion manager—proven ability to create coordinated promotion plans that can be used as sales tools. Works closely with sales manager and national rep. Box 142F, B•T.

Stop! College grad. Negro—can direct, floor, edit and shoot film, some experience-resume-travel anywhere, best references. Box 156F, B•T.

Tv production assistant. SRT-TV graduate plus one year professional experience. Ambitious and meticulous. Salary up to employer. Desire to locate in California. Box 181F, B•T.

FOR SALE

Stations

Will sell 20% interest for $10,000.00 in well-known national advertising and sales organization to a young man who will relieve me of traveling to various cities to call on radio-tv stations, or one experienced in marketing new products in midwest home office. Company has netted $20,000 to $90,000 annually since 1931. Write Box 979E, B•T.

One-third interest in rural eastern station. Completing third profitable year. Ideal for owner-operator in program or allied fields. Moving for health. Qualified purchasers only. Box 134F, B•T.

Station for sale. One-half interest in 250 watt station in good, growing Washington market. Box 172F, B•T.

Texas independent, single station market, will established, no problems, price $57,500, 1955 gross $60,000. One third down. A real money maker. Box 173F, B•T.

Fm—multiplexing station, sale or lease. Best equipment, 35,000 watts. Biggest market to sell background music and programs to Chicagolands 6.5 million people. Write Was Corvine, 2707 North Drake, Chicago 47, Illinois.

Two Florida small market stations for sale with some terms. Paul H. Chapman, 84 Peachtree, Atlanta.

We offer good radio and tv buys throughout the United States. Ask for our free bulletin. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

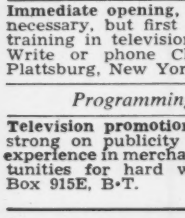
Eastern buyers should contact me for good sound buys in radio and tv stations. John Hanly, 1739 Connecticut Ave., N. W., Washington, D. C.

Equipment

For sale: Standing 415 foot Blaw Knox H-40 tower. RCA TF5A Channel 5 antenna modified for high (convertible to other low band channel) 1280 feet communications products transmission line. All in good condition. Purchaser to dismantle and remove from southern location. Submit bids to Box 139F, B•T.

Presto 900-A1 remote-tape amplifier, 88A recording amplifier, Hewlett-Packard 400A VTVM. Reasonable. Box 161F, B•T.

SORRY... THESE GRADUATES (AND MANY MORE) ARE NOT AVAILABLE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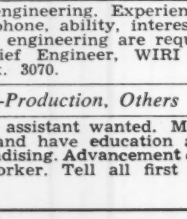
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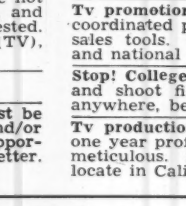
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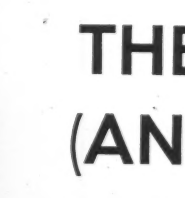
FLOOR—WISCONSIN

SALES—OREGON

FILM—NEBRASKA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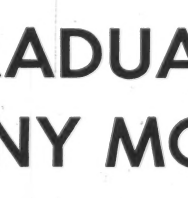
FLOOR—ARIZONA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NORTHWEST GRADUATES

working in Radio and TV (including Northwest Broadcasting School graduates) we are forming a National Alumni Association and I have a special gift for you. Get in touch with me as soon as possible.

BILL SAWYER

FLOOR—TEXAS

However, we have some recent graduates, equally well qualified, who are available in your area. You will find, just as those who hired these people found, that there is a Northwest graduate especially tailored for your specific needs, yet thoroughly trained for all phases of TV production work. Call Northwest FIRST. Wire or phone collect John Birrel, Employment Counselor.

NORTHWEST RADIO & TELEVISION SCHOOL HOME OFFICE

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS. . . . . 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C. . . . . 1627 K Street N. W. RE 7-0343

FOR SALE—(Cont'd)

Excess stock of first class, unused air cooled and water cooled broadcast tubes. Will quote on any type. Satisfaction guaranteed. Box 179F, B•T.

For sale: 500 feet of 3⅛ inch coaxial cable for immediate delivery. Make bid. Cable in perfect condition. Contact Radio Station KIUP, Box 641, Durango, Colorado.

PE-5A film camera channel (GE); PE-100A 16mm projector (GPL); PE-3C slide projector (GE); and other items. Never used! 50% off cost! Write Radio KXOA, Sacramento 15, California.

Concertone 1401D tape recorder, $225. Presto 90B recording amplifier, $420. Presto 10A recording TT, with 1D cutter, $275. All in excellent condition. Take all three for $900. Contact Chief Engineer, WDAD, Indiana, Pa.

1-RL-10 Raytheon limiter amolifier—5 years old, all new tubes $350—WINA, Charlottesville, Virginia.

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, Conelrad frequencies, crystal regrinding etc., fastest service—Also station am monitor service. Send for catalog. Eidson Electronic Co., Temple, Texas.

2—RCA TK-20-D inoscope film camera complete with camera pedestals, control chassis, beam metering panels, DC power units, edgelight projectors, inter-connecting cables, and TP-9C multiplexers with adjustable RCA slide-projector pedestals. Equipment is less power supplies and master monitors. Like-new condition. Will sell 1 or both. Make us an offer. WKBN-TV, Youngstown, Ohio. STerling 2-1145.

Console. Studio control, meets am-fm broadcast specifications. Write for literature. U. S. Recording Co., 1121 Vermont Avenue, Washington 5, D. C.

Magnecord recording equipment—demonstrators. Perfect condition. Factory guarantee. Models PT63-AH, PT7-P, PT6-BAH (binaural), voyagers, portable Magnecordette, M-33. All 30% off list. U. S. Recording, 1121 Vermont Avenue, Washington 5, D. C.

New Concertone tape recorder TWSD-5. Model 20/20. Operates single and dual track, built in switching. Speeds 3¾ and 7½ and 50/250 input balanced or unbalanced, output 600 ohms balanced. Has 10 watt amplifier. Must sacrifice this machine for $495.00. Mark Mohan, 125 Kansas Avenue, Topeka, Kans. Ph. 3-6598.

Would like to sell 5 kw transmitter WE 355E1, now operating ok. Make offer, Box 92, Woodside 77, N. Y.

WANTED TO BUY

Stations

Successful station manager wants radio property in western half of U. S. City of 100,000 or under. Have $35,000 cash for down payment. All replies confidential and will be answered. Box 159F, B•T.

Stations wanted. Oklahoma, Arkansas, Texas, Colorado, Kansas, Missouri. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

Equipment

Used lights: Key klieg—1500 to 2000. fill bucket—750 to 2500, or comparable. Box 864E, B•T.

World, thesaurus and Associated transcription catalogs issued prior to 1950 wanted. State condition and price. Box 895E, B•T.

Wanted: Two used guyed towers. 175 feet and 250 feet, capable of supporting microwave reflectors. Send all information to Box 141F, B•T.

Used GE studio chain. State approximate hours used and price. Box 164F, B•T.

Equipment—RCA remote truck or equivalent with 2 IO chains. Need microwave link also. Must be in top condition. Box 166F, B•T.

Wanted—We buy all types of radio broadcasting and tv transmitting tubes. Dispose of your obsolete or excess stock. Also want all types of low power broadcasting equipment. Must be complete. Highest prices paid. Box 180F, B•T.

Fm transmitter. 3 to 10 kw, complete, for cash. Send all details, condition and price. Box 197F, B•T.

Used Ampex model 450 needed for continuous music playback. Advise condition and cost. KBMY, Box 2544, Billings, Montana.

Two RCA turntables. Three speed 70 series preferred. Complete details to Chief Engineer, WFLO, Farmville, Virginia.

WANTED TO BUY

Equipment

Wanted: Four hundred feet 3⅛ inch vhf coaxial line with fittings in good condition. Contact Chief Engineer, WJBF, Augusta, Georgia.

Magnecord, PT6-A unit plus associated power supply and amplifier. State price and condition. WNEX, Macon, Ga.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 1-T, 821 19th Street, N.W., Washington, D.C.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9. Oregon.

FCC first class phone. After ten years successfully training men for their first class radiotelephone operators license, this same course is now available to you at home. Write the Don Martin School, Ext. Div., 1653 North Cherokee, Hollywood 28, California.

RADIO

Help Wanted

Managerial

A REAL MANAGERIAL OPPORTUNITY

For a live wire, aggressive sales-minded manager or sales manager, who wants to be a manager, our station offers a real money-making deal, including salary and percentage. We operate a successful station serving an important southern, metropolitan market. State experience, sales record, education and other details and attach photo.

Box 117F, B•T

RADIO STATION MANAGER

Metropolitan market, network station, requires station manager with exceptional sales background. Substantial salary with override. Full information with photo requested.

Box 184F, B•T

Salesmen

VALUABLE FRANCHISE FOR EXECUTIVE SALESMEN

Well rated concern national in scope. Advertising or intangible experience necessary. No investment or inventory. A business of your own with protected territory. Men must be of high caliber, educated, nice appearance, and experienced in calling on top management. Reference required. 95% renewal year after year. We have testimonial letters from over 80% of our customers. This is a startling new idea, but old enough to be proven. This is prestige advertising and Public Relations in its most palatable form. We are now setting up restricted territory. Our plan of pay is much better than a draw. If you can meet the requirements above and will conscientiously work for two years, your renewals will be enough to retire on. We pay you immediately although we bill customers monthly. Write RANDALL, Suite 100, BUSINESS DIGEST & FORECAST, 1724 20th St., N. W., Washington 9, D. C.

RADIO

Help Wanted—(Cont'd)

WANTED! WANTED!

ANNOUNCERS

NEWS DISC JOCKEY STAFF

NEWS Must be able to gather and edit on local level as well as compile national; report and announce same. Prefer man with newspaper background or radio journalistic experience.

DISC JOCKEY Must have definite individual style and personality; able to ad lib. (Will consider colored or white).

STAFF Must be good commercial copy man with voice sales personality. Ability to ad lib is desired.

Requirements are needed for 1000 watt Regional Daytime Station located in Kentucky. Must have board ability. Salary open for right men but they must be good. Send tape, complete resume of background, including recent photograph, in first response.

Box 124F, B•T

Production-Programming, Others

NEWSMEN WANTED

AM & TV newsmen—immediate openings for permanent position. Previous news experience necessary. Salary dependent on ability. Long established major western network affiliate. Airmail complete details to

Box 174F, B•T

Situations Wanted

Managerial

AVAILABLE IMMEDIATELY

Top-Flight Radio-Television Executive. In broadcasting over twenty years . . . fifteen years in executive management. Thorough background in sales, programming, promotion, production, station operation. Prefers Northeast, but will go anywhere if proposition is right. Complete details on request. Will arrange personal interview. Write or wire

Box 176F, B•T

RADIO

Situations Wanted

Managerial

VETERAN KNOW-HOW AVAILABLE

Eight years with station just left in highly competitive medium-sized midwest market with 5 radio and 4 TV stations. Last 20 months as Vice President and General Manager. 21-year background includes programming, news in all phases, public relations, assists in sales and sales promotion. TV newscaster, too. Go anywhere for challenging position. 46. Married. Temperate habits.

Box 193F, B•T

TELEVISION

Situations Wanted

Managerial

TELEVISION STATION MANAGER

In 20 years of broadcasting, this man has worked for just three stations. He is now General Manager of the third—a TV property in a market whose size has restricted his earnings. He is exceptionally well qualified in all phases of radio-TV station administration, and is an expert in personnel management, programming and public relations. Now available for a challenging station assignment anywhere in the U. S.

Box 144F, B•T

FOR SALE

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS
WILLIAM P. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes
Over 1700 Successful Students

INSTRUCTION

WANT A TV or RADIO JOB?

The National Academy of Broadcasting, 3338 16th Street, N. W., Washington, D. C., places graduates throughout the country. New term starts January 30th.

EMPLOYMENT SERVICES

" " " " " " " " " " " "

QUOTE AND UNQUOTE

". . . as thorough and as easy to work with as though you were on our own payroll as our personnel director . . ."
Our confidential service often comes to the rescue of Radio and TV Stations and Program Producers anywhere.

Palmer-DeMeyer, Inc. (Agency)
50 E. 42nd Street, N.Y.C.
MU 2-7915
Paul Baron, Dir.: Radio-TV-Film-Adv.
Resumes welcome from qualified people

" " " " " " " " " " " "

Marjorie Witty
Personnel Consultants for Management, Sales and Programming for Radio-TV Stations in the 48 States.
By Appointment, Please
415 Lexington Avenue, New York • MU 2-7136

FOR THE RECORD

(Continues from page 94)

Granted Dec. 23 request for dismissal as moot of petition of April 21, to designate for hearing am application in consolidation with applications of Harold M. Gade, Eatontown, N. J. and Monmouth County Broadcasters, Long Branch, N. J. Action Jan. 9.

By Chief Hearing Examiner James D. Cunningham

Capstaff Bcstg. Co. of Ore. Ltd., Portland, Ore.—Granted petition of dismissal without prejudice of its am application. Action Jan. 13.

WNIA Cheektowaga, N. Y.—Dismissed Jan. 6 petition for dismissal of its am application for mod. of cp to extend completion date. Action Jan. 11.

By Hearing Examiner Hugh B. Hutchison

KOB Albuquerque, N. M.—Affirmed ruling of Jan. 9, modifying order of Jan. 3, only to extent and in manner requested by **KOB Albuquerque** regarding options of land by licensees of KOB, **WBZ Boston**, and **WABC New York** for so-called "representative" sites for possible directional operations of their stations on frequencies 1030 kc and 770 kc, respectively; order of Jan. 3, as mod. on Jan. 9, and as affirmed, is made effective as of this date (Jan. 13); and scheduled further hearing conference, Feb. 7. Action Jan. 13.

By Hearing Examiner Thomas H. Donahue

James W. Miller, Milford, Mass.—Granted petition for leave to amend his am application to reduce power from 250 w to 100 w and reduce height of proposed ant. and application as amended is removed from docket. Action Jan. 13.

Indiana—Issued hearing conference order indicating matters which were disposed of at preliminary conference in proceeding re am applications of Courier-Times Inc., New Castle, Ind. and **WSLM Salem, Ind.** and ordered that rulings as set forth shall be effectuated; hearing continued from Jan. 15 to Feb. 6. Action Jan. 13.

By Hearing Examiner Herbert Sharfman

WJRT (TV) Flint, Mich.—Issued statement of denial of motion for temporary relief filed by Lake Huron Bcstg. Corp. re application of **WJRT (TV) Flint** for mod. of cp; adopted initial decision, to be released shortly. Action Jan. 13.

KHTV (TV) Twin Falls, Idaho—On examiner's own motion, rehearing conference scheduled for Jan. 13 re application of **KHTV (TV) Twin Falls** was continued without date. Action of Jan. 13.

By Hearing Examiner Basil P. Cooper

Blackhills Video Co., Rapid City, S. D.—Granted motion to postpone hearing re its application and that of Bartlett & Reed Management, Rapid City, S. D., for cp's for radio relay facilities; date for exchange of exhibits is specified as Feb. 17, and hearing March 6. Action Jan. 11.

at once!

TOP TV FILM SALESMEN

TV's fastest-growing film distributor wants several dynamic salesmen. Syndicated film sales experience—Top contacts and proven record at the local level, necessary. Our company has one of the best records in the industry for acquiring outstanding diversified film product. Plans call for immediate expansion of our sales department. If you can keep in step with a company whose growth is phenomenal, we offer an unparalleled opportunity.

Sell yourself in a fully-detailed letter. Replies confidential. No phone calls, please.

Mr. Oliver Unger, Exec. V.P.

National Telefilm Associates, Inc.

60 West 55th St., New York, N. Y.

make equipment changes.

KBTM-FM Jonesboro, Ark.—Granted request to cancel cp to make changes in licensed station, since plan to mount tv ant. on fm ant. has been cancelled.

KHAD-TV Laredo, Tex.—Granted mod. of cp to change aur. ERP to 1.07 kw and make minor equipment changes.

Following were granted extension of completion dates: **WOAY-TV Oak Hill, W. Va.**, to 6-2-56; **KARD-TV Wichita, Kan.**, to 8-8-56; **WARD-TV Johnstown, Pa.**, to 7-15-56; **WLOS-TV Asheville, N. C.**, to 8-9-56; **KRNT-TV Des Moines, Iowa**, to 5-1-56; **WMTI Norfolk, Va.**, to 3-1-56.

Actions of January 11

AB-PT New York, N. Y.—Granted extension of authority to supply tv programs broadcast in United States over stations licensed to AB-PT to various Canadian stations for broadcast by these stations in Canada. Authority is granted for period beginning Feb. 1, 1956, and ending Feb. 1, 1957.

WGGH Marion, Ill.—Granted extension of completion date to 3-15-56; condition.

Actions of January 10

KHPL-TV Hayes Center, Neb.—Granted STA to operate commercially on ch. 6 for period ending May 21, 1956.

WVOK Birmingham, Ala.—Granted cp to erect new southwest tower of DA array, increase in height of tower (546 ft.) to support proposed tv ant. and side mount fm ant. at top of tower.

Following were granted extensions of completion dates as shown: **WBRG Lynchburg, Va.**, to 5-8-56; **WROM-TV Rome, Ga.**, to 8-9-56; **WENS (TV) Pittsburgh, Pa.**, to 8-9-56; **KOVR (TV) Stockton, Calif.**, to 6-6-56; **WHUM-TV Reading, Pa.**, to 8-1-56; **WPGC Morningside, Md.**, to 4-20-56; conditions.

Following stations were granted authority to operate trans. by remote control: **WEIM Fitchburg, Mass.**, **WILK Wilkes-Barre, Pa.**, both while using non-DA.

Actions of January 9

WKOP Binghamton, N. Y.—Granted license covering increase in D power, installation of DA-2 and make equipment changes.

KSEY Seymour, Tex.—Granted license covering increase in power.

Following were granted extensions of completion dates as shown: **WKNX-TV Saginaw, Mich.**, to 8-2-56; **KOOK-TV Billings, Mont.**, to 8-4-56.

January 17 Applications

ACCEPTED FOR FILING

Modification of Cp

WMYN Mayodan, N. C.—Seeks mod. of cp (as mod. which authorized new am station) for extension of completion date.

WAGA-TV Atlanta, Ga.—Seeks mod. of cp (which authorized changes in existing tv station) to extend completion date to Aug. 10.

WREC-TV Memphis, Tenn.—Seeks mod. of cp (as mod. which authorized new tv station) to extend completion date to April 26.

WJMR-TV New Orleans, La.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Aug. 2.

WTWV (TV) Tupelo, Miss.—Seeks mod. of cp (as mod. which authorized new tv station) to extend completion date.

WCBF-TV Rochester, N. Y.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Aug. 10.

WHTN-TV Huntington, W. Va.—Seeks mod. of cp (as mod. which authorized new tv station) to extend completion date.

Renewal of License

KYOU Greeley, Colo.; KLOH Pipestone, Minn.; WJON St. Cloud, Minn.; KEYJ Jamestown, N. D.

January 18 Decisions

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

WNIA Cheektowaga, N. Y.—Amended order entered in this proceeding on Jan. 11 to provide applicant is requesting dismissal of proceedings upon his application; granted petition and dismissed proceedings. Action Jan. 16.

By Hearing Examiner Herbert Sharfman

KHTV Twin Falls, Idaho—On examiner's own motion continued without date hearing scheduled for Jan. 23, re tv application of **KHTV (TV) Twin Falls** pending action by Commission on petition to vacate memorandum opinion and order, dismiss protest, and rescind postponement of effective date of grant. Action Jan. 17.

By Hearing Examiner Hugh B. Hutchison

Clovis, N. M.—On examiner's own motion, postponed prehearing conference, now scheduled for Jan. 17, to Jan. 24, in ch. 12 proceeding, involving applications of Video Independent Theatres Inc. and KICA Inc., Clovis. Action Jan. 16.

Broadcast Bureau—Granted petition for extension of time from Jan. 17 to Jan. 23, to file proposed findings of fact and conclusions re application of **WMEX Boston, Mass.**, for renewal of license. Action Jan. 12.

By Hearing Examiner Basil P. Cooper

Mississippi-Arkansas-Tennessee — Gave notice of prehearing conference Jan. 20, re am applications of **WSUH Oxford, Miss.**, East Arkansas Broadcasters Inc., Wynne, Ark., Warren L. Moxley, Blytheville, Ark. and **WHER Memphis, Tenn.** Action Jan. 13.

By Hearing Examiner Jay A. Kyle

WBUF-TV Buffalo, N. Y.—Pursuant to informal conference between counsel of all parties re application for assignment of cp for **WBUF-TV Buffalo**, continued hearing to date to be hereinafter determined. Action Jan. 13.

Hearing Guidance Here

ISSUANCE of a hearing manual to be used as a guide to hearing examiners, FCC attorneys, and members of the bar in the introduction and use of evidence in comparative broadcast proceedings has been approved by the Commission. The manual is not being incorporated into the FCC's rules by reference because the Commission feels the handbook can most effectively be used as a "guide." Single copies of the manual will be available upon individual request to the FCC Office of Reports & Information.

January 18 Applications

ACCEPTED FOR FILING

Renewal of License

KFEQ St. Joseph, Mo.; KCHI Chillicothe, Mo.; KBIA Columbia, Mo.; KREI Farmington, Mo.

License to Cover Cp Resubmitted

WFNM De Funiak Springs, Fla.—Resubmits application for license to cover cp which authorized new am station.

License to Cover Cp

WLBC-TV Muncie, Ind.—Seeks license to cover cp which authorized new tv station.

Modification of Cp

KBAY-TV San Francisco, Calif.—Seeks mod. of cp (which authorized new tv station) to extend completion date to June 16.

KSAN-TV San Francisco, Calif.—Seeks mod. of cp (which authorized new tv station) to extend completion date to June.

WPFA-TV Baton Rouge, La.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Aug. 2.

KBMB-TV Bismarck, N. D.—Seeks mod. of cp (which authorized new tv station) to extend completion date.

WAIM-TV Anderson, S. C.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Aug. 14.

WCAR Detroit, Mich.—Seeks mods. of cps (as mod. which authorized change from 1 kw D to 10 kw N and 50 kw D, unl., install DA-2, change studio and trans. locations, make ant. changes, and other equipment changes) for extension of completion dates.

KSBR (FM) Mt. Diablo, Calif.—Seeks mod. of cp (which authorized new tv station) for extension of completion date.

WCAR-FM Detroit, Mich.—Seeks mod. of cp (which authorized new fm station) for extension of completion date.

WRAK-FM Williamsport, Pa.—Seeks mod. of cp (which replaced expired permit) for extension of completion date.

WMUB (FM) Oxford, Ohio—Seeks mod. of cp (which authorized changes in licensed station) for extension of completion date.

KSBW-TV Salinas, Calif.—Seeks mod. of cp (which authorized new tv station) to extend completion date.

KAVE-TV Carlsbad, N. M.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Aug. 22.

KBMT (TV) Beaumont, Tex.—Seeks mod. of cp (which authorized new tv station) to extend completion date.

UPCOMING

JANUARY

Jan. 25-27: Georgia Radio & Tv Institute, U. of Georgia, Athens.

Jan. 26: Senate Interstate & Foreign Commerce Committee Opens Hearings in Investigation of Tv Networks and uhf-vhf Problems, 10 a.m., Rm. G-16, U. S. Capitol.

Jan. 26-27: NARTB Tv Code Review Board, San Francisco.

Jan. 27-29: American Management Assn. Annual Electronics Conference & Exhibit, Hotel Commodore, N. Y.

Jan. 30: International Alliance of Theatrical Stage Employes, General Executive Board, Hollywood—Roosevelt Hotel, Hollywood, Calif.

Jan. 30-31: NARTB Board Committees, San Marcos Hotel, Chandler, Ariz.

Jan. 30-31: Annual Convention, British Columbia Assn. of Radio & Tv Broadcasters, Hotel Vancouver, Vancouver, B. C.

Jan. 30-Feb. 3: Winter General Meeting, American Institute of Electrical Engineers, Hotels Statler & Gov. Clinton, N. Y.

FEBRUARY

Feb. 1-3: NARTB Board of Directors, San Marcos Hotel, Chandler, Ariz.

Feb. 2: Sports Broadcasters Assn. Ninth Annual Dinner, Park-Sheraton Hotel, New York.

Feb. 2-3: Institute of Radio Engineers National Symposium on Microwave Techniques, Philadelphia.

Feb. 9-11: Annual Southwestern Regional Conference and Electronics Show, Institute of Radio Engineers, Oklahoma City.

Feb. 10-11: Annual Radio-Tv Short Course, School of Journalism, U. of Minnesota, Minneapolis.

MARCH

March 10: Michigan State U. Dept. of Speech 11th Annual Radio-Tv Conference, East Lansing.

March 14-16: Assn. of National Advertisers Spring Meeting, The Homestead, Hot Springs, Va.

March 16: Connecticut Broadcasters Assn., Waverly Inn, Cheshire, Conn.

March 16: Ohio Assn. Radio & Tv Broadcasters, Hotel Statler, Cleveland.

March 19-22: Institute of Radio Engineers National Convention and Radio Engineering Show, Waldorf-Astoria, New York.

March 26-28: Canadian Assn. of Radio & Tv Broadcasters, Royal York Hotel, Toronto.

APRIL

April 11-13: Institute of Radio Engineers Seventh Region Technical Conference, Hotel Utah, Salt Lake City.

April 13-14: 10th Annual Spring Television Conference, sponsored by Cincinnati Section of the Institute of Radio Engineers, Cincinnati.

April 15-19: NARTB Annual Convention, Conrad Hilton Hotel, Chicago.

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

I've checked service desired.

- ☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
- ☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

name *title/position*

company name

address

city *zone* *state*

Please send to home address — —

Grapes and Watermelons

THE Metro Sunday Comics Network, which sells advertising in the Sunday comic sections of a number of large newspapers, has come out with a double-truck knock for television and boost for its own medium.

A Metro ad in the general press screams, "Tv is such an 'iffy' thing," and implies by the use of a few misleading statistics and a lot of innuendo, that television advertisers are lucky if anybody sees and hears their commercials. The moral of Metro's slanted story, of course, is that Metro Sunday Comics are an infinitely superior advertising vehicle.

Any media man worth his salt could find at least one flaw per paragraph in the Metro copy—the most obvious flaw being that Metro talks about commercial identification scores in relation to television and total circulation in relation to newspapers. The cliche about comparing apples and oranges does not apply here; the Metro comparison is more like grapes and watermelons.

But the point of this editorial is not that Metro has fired a blast at television and that Metro's arguments are faulty. The point is that the Metro campaign is part of a much bigger newspaper effort to discredit television as an advertising medium.

In recent months the *Chicago Tribune* and the Hearst interests have made serious efforts to show that advertisers do not get their money's worth on tv and that wise advertisers will stick with the old reliable, the newspaper. More of this sort of thing may be expected, for, to use another cliche, people holler when they're hurt. There is little question that television, to some extent, has already hurt newspapers and less question that it will hurt them more.

The newsprint shortage has already caused some newspapers to ration advertising space. Rationing will lead to advertising rate increases. One of the newspapers' main arguments against television —its relatively high price—will be weakened to the same extent that newspaper ad rates rise. In a climate of newspaper rationing and rising rates, advertisers are bound to look to other vehicles, including television.

Consider also how newspaper space salesmen must react to the promise of color television which will be a medium of unparalleled utility to all kinds of advertisers who wish to display their wares in true color and texture. By comparison with the quality of reproduction already achieved by color tv, newspaper color looks like the crayon work of a nursery school.

If newspapers are hollering now, they're bound to holler even louder. The anti-television campaign will gain momentum.

It is to be hoped that television will not retaliate with a defense based on what the newspapers are erroneously saying. The antidote to the newspaper campaign is affirmative promotion which emphasizes television's undeniable advantages.

Foaming Over

THE Senate, it appears, is going to have another go at the elimination of alcoholic beverage advertising, as advocated by the Women's Christian Temperance Union and other reform groups that operate in the Capitol cloakrooms even when Congress hibernates. This time it is the Langer Bill (S 923) which would prohibit the transportation in interstate commerce of advertisements of alcoholic beverages, with hearings set for Feb. 15-16.

This is a slightly oblique tack, since most of the previous measures have dealt with the banning of this kind of advertising on the air. Since all broadcasting is interstate commerce, however, the revised language means the same thing.

We haven't kept tab, but we would judge the score is about 40 to 0 on the legislative attempts to outlaw this kind of advertising. That is not to say, however, that committee votes in some instances haven't been dangerously close. They have been.

This is to be a short session because it is an election year. The Interstate Commerce Committee, before which the hearings will be held, is just about the busiest committee in the Senate. It has heard the same story time and again. It's legal to manufacture and sell alcoholic beverages in those states which permit it. Advertising is simply part of the selling process.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"It's some tv people, sir . . . they have a new give-away idea they want to discuss with you!"

Just a year ago—at the first session of this Congress—the NARTB released a comprehensive survey of beer and wine advertising on the air, statistically confirming that the proportion of such advertising was negligible. Hard liquor advertising on the air is virtually non-existent, even though legal.

What more can Congress be told? Why should the duly-elected representatives of the people waste their time and taxpayers' money on such folderol? Why should brewers and distillers and vintners, along with the advertising media, be forced each year to spend time and money to defend that which is their Constitutional right?

We have contended repeatedly that these legislative efforts are not directed against advertising of alcoholic beverages but toward the return of prohibition. Since that isn't denied, why shouldn't Congress and its committees insist the advocates come forward with their true objective, rather than these peripheral measures?

It is to be hoped that after the Senate Committee hearings are held, the Committee will have the courage to write a report telling the prohibitionists that they are wasting the time of Congress and their time too.

The Public Be Damned

THE National Collegiate Athletic Assn. has again thumbed its nose at the public which supports it by adopting without substantive change its restrictive policy on football broadcasts for 1956. The public revolt against its monopolistic control has become more pronounced with each passing season, but the NCAA persists in its public-be-damned attitude.

At least one legislator has taken notice. Rep. Hillings (R-Calif.) has asked the House Judiciary Committee to determine whether the NCAA policy runs counter to the antitrust laws. He based his action on complaints from football fans. One has only to listen to or read the sports commentators to conclude that the revolt is nationwide. Many of the important conferences and colleges (Big Ten, Pacific Coast and Notre Dame) evidently do not see eye to eye with NCAA but are bound by its edicts.

Baseball, a strictly professional pursuit as against the so-called amateur status of college football, mended its restrictive broadcast ways after Congress and the Dept. of Justice took a look a couple of years back. Certainly the colleges—many of them land-grant schools receiving federal and state subsidies—should cooperate in a legal determination of the applicability of the antitrust laws in their sports endeavors.

We hope Rep. Hillings' request is favorably received by the Judiciary Committee. If something isn't done in a fact-finding way, the NCAA combination inevitably will collide with the fast backfield and the impregnable line of the antitrust team coached by Attorney General Herb Brownell.

KWK-TV IS TOPS IN ST. LOUIS.

In addition to the regular CBS basic network, many other top-flight shows are programmed throughout KWK-TV's schedule.

Here are just a few:

DISNEYLAND 5:00-6:00 PM Sunday
MICKEY MOUSE CLUB 5:00-6:00 PM Monday thru Friday
HOP-A-LONG CASSIDY 5:00-6:00 PM Saturday
GIL NEWSOME SHOW 4:00-4:30 PM Monday thru Friday
LITTLE RASCALS 4:30-4:50 PM Monday thru Friday
ANNIE OAKLEY 4:00-4:30 PM Saturday
STEVE DONAVAN, WESTERN MARSHALL 4:30-5:00 PM Saturday
FABIAN OF SCOTLAND YARD 4:00-4:30 PM Sunday
JUDGE ROY BEAN 4:30-5:00 PM Sunday
WATERFRONT 10:00-10:30 PM Monday
MAKE ROOM FOR DADDY 10:30-11:00 PM Monday
FOLLOW THAT MAN 9:30-10:00 PM Tuesday
WARNER BROTHERS PRESENTS 10:00-11:00 PM Tuesday
MASQUERADE PARTY 10:00-10:30 PM Wednesday
CAVALCADE OF AMERICA/DEATH VALLEY DAYS 10:30-11:00 PM Wednesday
HIGHWAY PATROL 9:30-10:00 PM Thursday
ETHEL & ALBERT 10:00-10:30 PM Thursday
M-G-M PARADE 10:30-11:00 PM Thursday
CROSS CURRENT 9:30-10:00 PM Friday
DAMON RUNYON THEATRE 10:00-10:30 PM Friday
BIG TOWN 10:30-11:00 PM Friday

Plus the best movies obtainable every night.

CBS TELEVISION

CHANNEL IV

KWK TV

represented nationally by THE KATZ AGENCY, INC.